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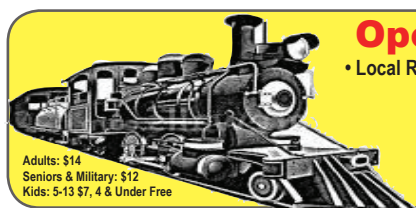
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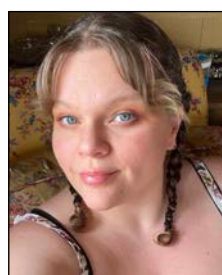
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## Supporting Local Bees and Inspiring Smiles



by Robin Milligan

*“I do it for the buzz. I do it for the bees. I don’t even know how many pictures I have taken of napping bumble bees.”*

Chani Blizzard-Durkin has always wanted to do something big to change the world. Her ideas about what that might look like have changed over the years, but she feels she is still making a positive impact that ripples through our community and beyond.

She’s a one-woman show, a floral artist, a photographer and a well-rounded garden expert. She arranges bouquets in her mind to go to sleep at night, and her passion for life and flowers is extraordinary.

Providing unique floral services with a creative touch that “brings joy, happiness, and whimsy to the world while reconnecting with nature are Chani’s reason for creating Brickyard Botanicals. She had been looking for the right medium for a long time and flowers are the answer. She creates floral arrangements for events with a creative vision and an artist’s touch to make sure they are as unique as her clients. She does her best to create the client’s vision and is constantly over-delivering. Cli-

ents will never get a mediocre arrangement from Brickyard Botanicals.

Every customer gets something unique that is crafted specifically for them and their special event or occasion. She does not make mass-produced bouquets, or use floral recipes. Instead, Chani consults with each customer to create them something truly one-of-a-kind.

“I’d much rather give someone a bouquet to bring people joy and remind them of the good things,” Chani said. She’s aiming to provide a service that makes people smile.

Before finding her passion in floristry, Chani learned many things in college. She studied horticulture and completed the Small Farm Production Program at Spokane Community College to learn as much as she could about agriculture basics and market gardening while she worked on her farm at home. She focused on food, and thought that would be her career, but life had other plans for her. She still grows much of her own food in order to eat healthy, clean, and as chemical-free as possible.

“It’s a lot of work and is really hard. It’s hard on the body, but so worth it,” she said.

Originally, Chani knew she wanted to grow flowers and she did lots of research, but when it came to her beginnings at her home garden, she

*continued on page 2...*



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...continued from page 1:

decided to play with a bit of chaos. She called it "Darwin gardening;" sprinkling seeds and letting nature do the rest. What thrived, thrived. It helped her to see what would grow well and what needed more care. She said it was not as polished as it is now, but it was beautiful and full of life. "Since I had extra plants, I thought, 'I might as well have a nursery too.'"

Brickyard Botanicals is Chani's passion. She is focusing on floristry and is always analyzing ways to make her craft better. She is also experimenting with cutting times to find out how to get the most life out of each type of flower! She uses her expertise to know when and how to cut, and

what each flower needs to produce the highest quality flower arrangements for her clients' meaningful events.

Chani sees the things around her and thinks of them differently than she once did. She went blind for a while almost 20 years ago and it made her appreciate her sight that much more when her vision was restored. She appreciates art and is devoted to self-expression with a focus on nature. Brickyard Botanicals is her way of fulfilling promises to herself.

"Floristry is a business I am using to create and preserve habitat and support nature. I made a promise to be a good steward of the land. I've created intentional spaces for the wildlife. Nature



Photos courtesy Chani Blizzard-Durkin

sustains us and the creatures that call this land home. I do it for the buzz. I do it to support the bees. I don't know how many pictures I have of napping bumble bees."

Hoping to help people appreciate aspects of nature, Brickyard Botanicals focuses on flowers sourced from local growers first and grows some of them herself. She believes it is really important to shift support to regenerative, sustainable, and non-chemical alternatives for providing beautiful flowers, and she chooses the best

options she can, based on the customer's needs and vision. "Pesticides are a broad spectrum, they kill everything, not just the bugs we don't like," she said.

When her adult daughter got into flower arranging, Chani got into it too. She remembered that she loved flowers and what she had wanted to do as a child.

"I was drenched in photography since I was a child. My mom took me with her to the photography program at the community college before I was even in grade school.

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The *Huckleberry Press* began in the Fruitland Valley, nestled in the shadow of northeastern Washington's Huckleberry Mountains. Since 2003, "Huckleberry Country" has expanded throughout the Inland Northwest to the 12 counties of Adams, Benewah, Bonner, Douglas, Ferry, Kootenai, Lincoln, Okanogan, Pend Oreille, Spokane, Stevens, and Whitman.

The *Huckleberry Press* is dedicated to **celebrating and connecting people with their communities** by featuring stories of people making major contributions as individuals, with new or expanding businesses, and through special, community events. Also included are small business advice, lifestyle, humor, and seasonal features. The *Huckleberry Press* is dated the 1<sup>st</sup> and the 15<sup>th</sup> of each month.

**Next deadline for articles and ad space reservations: Friday, June 7 at 5 p.m.**

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red barn.”

“When I was a kid, I’d feed the mantises, I’d feed the birds, I had these relationships with them. I’d save bits of baloney sandwiches to feed to the praying mantises after school,” She shared.

When she was a child, her family lived in Greenbluff. Her grandmother grew roses and dahlias, spending hours in her garden every day. She said her grandmother’s primary passion and love was for her gladiolas. She remembers, fondly, the way the flowers filled the world with color from June to September every summer. One year, when she was small, the flowers were in full bloom and Chani exclaimed, “Christmas!”

“I think we’re nostalgic for our grandparents’ way of life. A slower time. People are trying homesteading and I think that’s why we’re starting to see a comeback in gladiolas, and flowers from our grandmothers’ gardens.” Chani said.

Brickyard Botanicals takes custom orders, preferring to build arrangements with a focus on locally grown flowers, seasonally appropriate, and, when possible, using native flowers. She loves to



Chani Blizzard-Durkin

play with what is seasonally available and living in the moment.

Chani always wanted to have a huge impact on the world. She plans to host classes and private events in the future to empower people to put their own hands on the flowers and create something themselves. Her ultimate goal is to grow a botanical garden and greenspace sanctuary.

Robin Milligan is an artist and entrepreneur living in Spokane, WA. She curates art shows, runs an IT company, and teaches ceramics and painting from her home studio. When not working, Robin spends her time with her three children exploring nature, rockhounding, making art, and swimming.

Because of that, I would frame photographs in my mind everywhere I went. This is the place I stared at when I was young. Barns weren’t as popular for making into homes back then,” but as she enjoyed her ice cream, she thought about that barn a lot.

Childhood memories brought her to Clayton. Her uncle had a place in Loon Lake, so they’d stop

at Clayton Burger and go to the lake. Chani wanted to be close to Spokane, but more rural to pursue homesteading, grow food, have animals, live a more creative and authentic life, and be free.

She loves her neighbors and her converted barn house. Her home had been many things before she moved there in 2015. She says it’s perfect for her: “It’s Iconic, a big

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## Regional Chambers of Commerce

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Bonners Ferry, ID 83805  
[visitbonnersferry.org](http://visitbonnersferry.org) | 208-290-1143  
[info@bonnersferrychamber.org](mailto:info@bonnersferrychamber.org)

**Chewelah Chamber of Commerce**  
401 South Park St., #E  
Chewelah, WA 99109  
[chewelah.org](http://chewelah.org) | 509-935-8595  
Meeting: Fridays, 7 am, Mistequa Casino

**Coeur d'Alene Regional Chamber of Commerce**  
105 N 1st St., Ste 100  
Coeur D Alene, ID 83814  
[cdachamber.com](http://cdachamber.com) | [connect@cdachamber.com](mailto:connect@cdachamber.com)  
| 208-664-3194  
Meeting: 2nd Tuesday, 7 am, Coeur d'Alene Resort

**Colville Chamber of Commerce**  
986 S Main St., Ste B  
Colville, WA 99114  
[colville.com](http://colville.com) | 509-684-5973  
Meeting: 2nd Tuesday, Noon, Eagle's Lodge

**Deer Park Chamber of Commerce**  
316 E. Crawford St.  
Deer Park, WA 99006  
[deerparkchamber.com](http://deerparkchamber.com) | 509-276-5900  
Meeting: 3rd Tuesday, noon, call for each month's location

**Harrington Area Chamber of Commerce**  
P.O. Box 291  
Harrington, WA 99134  
[harringtonbiz.com](http://harringtonbiz.com)

**Greater Hayden/Hayden Lake Chamber of Commerce**  
157 W Hayden Ave., Ste 103

Hayden, ID 83835  
[haydenchamber.org](http://haydenchamber.org) | 208-762-1185

**Kettle Falls Area Chamber of Commerce**  
425 W. 3rd Ave.  
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[kfchamber.org](http://kfchamber.org) | 509-738-2300  
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**Newport-Oldtown Chamber of Commerce**  
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**North Pend Oreille Chamber of Commerce**  
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**Northport Chamber of Commerce**  
[northportwa.us](http://northportwa.us)

**Rathdrum Area Chamber of Commerce**  
8052 W. Main St., Ste 201  
Rathdrum, ID 83858  
[rathdrumchamber.com](http://rathdrumchamber.com) | 208-687-2866  
Meeting: 3rd Thursday, 11:45 am, Shepherd of the Hills Lutheran Church

**Republic Area Chamber of Commerce**  
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Republic, WA 99166  
[republicchamber.org](http://republicchamber.org) | 509-429-1877  
Meeting: 3rd Thursday, noon, 157 N. Clark Ave.

**Ritzville Area Chamber of Commerce & Visitor Info**



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Ritzville, WA 99169  
[ritzvillechamber.com](http://ritzvillechamber.com) | 509-659-1936  
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**Greater Sandpoint Chamber of Commerce**  
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[sandpointchamber.org](http://sandpointchamber.org) | 208-263-2161  
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**Spirit Lake Chamber of Commerce**  
P.O. Box 772  
Spirit Lake, ID 83869  
[spiritlakechamber.com](http://spiritlakechamber.com) | 208-428-1908  
Meeting: 1st Tuesday, 8 am, Community/Senior Center

**Greater Spokane Inc.**  
801 W Riverside Ave, Ste 100  
Spokane, WA 99201  
[spokanechamber.org](http://spokanechamber.org) | 509-624-1393

**Sprague Chamber**  
213 S. C St.  
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[spraguechamber.com](http://spraguechamber.com) | 509-251-9165

**Springdale Area Chamber of Commerce**  
P.O. Box 275  
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[southstevenschamber.org](http://southstevenschamber.org) | 509-703-0352  
Not currently meeting – looking for volunteers

**West Plains Chamber of Commerce**  
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# Taste Budz Review: Lofty Skies Coffee Co.



By Zack & Brooklyn Bolin, Facebook: Taste Budz, Instagram: tastebudz\_spokane

Zack and I were amazed to discover Lofty Skies Coffee Co. in Deer Park. They are located in the strip mall with Eagle Pawn and Masters Brewhouse, but we hadn't realized they were there until today.

### What we enjoyed

- Toast with Cream Cheese, Turkey, Arugula, and Pickled Red Onion
- 2 Breakfast Tacos
- Triple Berry Scone
- Americano with Cream
- Nonfat Latte

The outside is decorated with outdoor rugs and benches to sit on. Once you step inside, you feel like you're at a cafe in downtown Spokane. The space is modern yet cozy and very clean.

They source their coffee locally from 4 Seasons, Spokane's first specialty coffee roastery. They have medium and dark roast coffee, and actually offer you the option to choose at the time of ordering. I got a nonfat latte with their dark roast coffee and the beans were perfectly roasted, strong but not bitter; the milk was hot and frothy but not burned. It was delicious!

Zack ordered a 24 oz. Americano (with cream) and was happily surprised by the fact that they automatically put four shots in – he almost always has to ask for extra shots. His coffee had a lovely crema and was strong but not too watery!

I couldn't resist their toast options, which are basically open-faced sandwiches. Everything sounded so good, they even offer a caprese style one. However, their turkey toast was calling my name. They use thick bread that has a crispy crust and a soft, flakey center. They smear cream cheese then layer on thinly sliced turkey, and top it with arugula, red onion, and a seasoning blend. The flavors marry together perfectly. I absolutely love pickled red onion and it added a nice bit of acidity to the whole dish. Arugula can be hit or miss for me, as it sometimes tastes too earthy, but the combination of everything worked together splendidly.

Zack decided to try their breakfast tacos, of which they had two options. For the first option, they use a corn tortilla, egg, radishes, pickled red onion, and arugula (which I thought sounded delicious, but was not his style). However, their second option was perfect for him: they use a flour tortilla and layer it with cheddar cheese, egg, bacon, avocado, cotija cheese, and a salsa verde. They use sliced cheddar cheese and melt in on the sides of the tortilla and then fill it with the rest of the toppings. The salsa verde added so much flavor, you could really taste the cilantro in it.

They source most of their baked goods from Rocket Bakery in Spokane, so you know we had to get a pastry. They had a triple berry scone that they warmed up for us. It was topped with a slightly sweet glaze and had a hint of lemon.



It was so moist and fluffy we actually ate the whole thing before diving into our other food.

It is so important to support local businesses, and it's even better when you can support multiple businesses all in one spot. If you are looking to grab a quick bite or meet a friend, this is the cafe for you!

Zack & Brooklyn are a married couple that love showcasing all the fun places to play and eat in the Inland Northwest. They created Taste Budz to promote local businesses and expose people to the great restaurants all around them. Keep up with them to find your next culinary destination!

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# Customer Needs versus Your Customer Demographics



by Mark Pond, MILS

Consider this: I'm a 51-year-old, married, white male with a master's degree. I have two kids who are in their late teens/early 20's, I enjoy an above average household income and live in the 99201 ZIP code in downtown Spokane.

Knowing that information, what kind of car do I drive?

If you find yourself shrugging your shoulders, you're in good company. A lot of businesses go to great lengths (and expense) to gather the above data. But when it comes to marketing a particular product or service, is that type of demographic information actually useful?

Let's try this again. What if you know that my wife and I enjoy snowshoeing and my kids both enjoy downhill skiing? We also like to go on a few camping trips during the summer

months, but when puttering around for work and errands, we like to have a fuel-efficient vehicle for getting around town.

Knowing that information, what kind of car do I drive?

Even without any demographic information, you're probably able to come up with a much narrower range of likely car choices. I need something that will get around well in the snow (probably landing me in the all-wheel drive camp). I need something that will easily handle some camping gear (probably taking me out of the sedan camp). I need something that can easily seat four (probably taking me out of the small pickup truck camp) and something that gets decent mileage (probably taking me out of the large pickup truck camp). Anyone imagining a Toyota Rav4 Hybrid at this point? If so, you'd be spot on.

Understanding your customers is important. Many businesses still use traditional demographic segmentation approaches to try

to understand their customers (which means grouping folks by age, gender, income, and so on), and this can be useful. But by exclusively focusing on demographic information, it often misses the deeper reasons why people buy things. A potentially more effective way to understand your customer is by looking at their needs or the problems they want to solve. Here's a lineup of reasons why I think that focusing on customer needs – rather than demographics – can be more effective.

### Better Customer Understanding

Segmenting by need helps businesses understand their customers on a deeper level. Demographics can give you a good picture of *who* your customers are, while needs-based segmentation explains *why* they buy things. For example, two people from vastly different age and/or income groups might both want a vehicle that safely gets them to and from 49 Degrees North, or Mount Spokane, or Schweitzer.

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By focusing on these shared needs, businesses can create products that meet their customers' desires.

**Improved Product Development**

When businesses know what their customers need, they can create better products. This leads to happier customers who are more likely to stay loyal. For example, if a company knows its customers want vehicles that score well in the miles-per-gallon ratings, it can develop options that appeal to these values. This ensures that time, money, and effort are spent on making products that your target audience actually wants.

**More Effective Marketing**

Marketing becomes much more powerful and easier when it speaks directly to what customers need. For example, an auto company targeting customers who like to go camping can emphasize the roof racks and towing capacity of its products. This kind of targeted messaging is more likely to grab attention and

lead to sales because customers feel like the company understands them.

**Increased Customer Loyalty**

Needs-based segmentation builds a stronger connection between the customer and the brand because it shows that the company actually thinks about solving their problems. This connection often leads to long-term loyalty and repeat business.

**Competitive Advantage**

In a world of nearly endless options, standing out can be tough. Needs-based segmentation gives businesses an edge by allowing them to offer personalized solutions. Companies that excel at identifying and meeting specific customer needs can create unique products and services that are hard for competitors to match. This is especially important in markets where demographic segmentation doesn't provide enough differentiation. When you look around and see all age ranges and broad swaths of incomes represented on the ski slopes or camp-

grounds, that's a flashing warning light that segmenting by demographic filters is going to be a losing proposition.

While demographic segmentation has its time and place, especially *after* you've determined the need or problem that your business is solving, focusing on customers' needs or problems can offer many more insights than what can be determined by surface-level demographic data points.

So ... if demographic data isn't entirely helpful, the question is this: how do you figure out what your customers' needs are? Stay tuned and we'll dive into that next month!

*Mark Pond, MILS, has been the Business Research Librarian with the Spokane Public Library since 2006, and, before that, worked in similar capacities for the Seattle Public Library and the University of Washington Libraries since 1998. Mark has led the effort to develop Spokane Public Library into a nationally recognized leader in the field of business research.*



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| 6 |   | 8 | 5 |   |   |   |   |   |
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| 1 | 3 |   | 7 |   |   | 6 | 5 |   |
|   |   |   |   | 9 |   |   |   | 2 |
|   |   |   |   |   | 2 | 3 |   | 1 |
|   |   |   |   | 1 | 5 | 9 | 7 |   |

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 Each Sudoku has a unique solution that can be reached logically without guessing.  
 Enter digits from 1 to 9 into the blank spaces.  
 Every row must contain one of each digit – so must every column, as must every 3x3 square.  
 Puzzle difficulty level is "Easy to Medium." Good luck!

### SUDOKU SOLUTION: Below is the Solution to This Week's Puzzle

|   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|
| 9 | 7 | 6 | 9 | 1 | 4 | 8 | 8 | 2 |
| 1 | 8 | 8 | 2 | 7 | 9 | 4 | 6 | 9 |
| 2 | 4 | 9 | 8 | 6 | 3 | 1 | 9 | 7 |
| 4 | 5 | 9 | 6 | 8 | 7 | 2 | 8 | 1 |
| 8 | 1 | 8 | 4 | 9 | 2 | 9 | 7 | 6 |
| 6 | 2 | 7 | 9 | 8 | 1 | 5 | 4 | 8 |
| 8 | 8 | 2 | 1 | 9 | 6 | 7 | 9 | 4 |
| 7 | 6 | 4 | 8 | 2 | 9 | 8 | 1 | 9 |
| 5 | 1 | 6 | 7 | 4 | 8 | 9 | 2 | 8 |

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# Files of the Unexplained Review



by Chloe Thompson

There's nothing quite like sitting down to a new documentary series, and if stories of alien abduction, haunted lakes and other unexplained phenomena are of interest to you, *Files of the Unexplained* shouldn't disappoint.

With the majority of documentaries falling into the very popular true crime genre, it's really refreshing when something's released that incites mystery and intrigue in the viewer. Each episode is dedicated to a different mystery or phenomena and feature accounts, with two episodes covering events that took place in Washington. It's well worth a watch.

### Episode 1: The Pascagoula Alien Abduction

This is the story of two men who claim to have been abducted whilst fishing in Mississippi in 1973. The encounter garnered massive media coverage and, in turn, a lot of public scrutiny. I vividly remember my Papa telling me about this story as a child, so seeing the original interviews and media coverage, as well as interviews with the family of those affected, was really interesting.

### Episode 2: Ghosts of Myrtles Plantation

Built in Francisville, Louisiana in 1796, Myrtles Plantation is considered one of America's most haunted homes and has been the subject of a number of paranormal TV shows. Staff members and visitors detail some of their eerie experiences and delve into the complex history of the plantation.

### Episode 3: Missing Yuba County Five

In February 1978, five young men aged between 24 and 32 vanished after attending a college basketball game at California State University. Before heading out, the men were excited about competing in their own basketball game the following day, an event they had never, or would never miss, according to the families. 40 years later, they are still looking for answers.

### Episode 4: Government's UFO Conspiracy

In April 2023, Pentagon officials revealed they were tracking over 650 reports of UFO's, many of which were reported by official military personnel. This episode features first-hand accounts from former air force members on their strange experiences with UFO's, how this affected their physical and mental health, and how they felt silenced in the years following.

### Episode 5: Haunting of Lake Lanier

With over 680 miles of shoreline, 90 parks, boat ramps and camping grounds, Lake Lanier in Georgia is a popular spot for recreational activities. Despite its beauty, this man-made lake has claimed more than 200 lives since 1994, causing many people to believe there may be something supernatural going on in the waters.

### Episode 6: Mysteries of Mt. Shasta

A truly magnificent sight, Mt. Shasta is a potentially active volcano located in Siskiyou County, California. Attracting visitors from far and wide who want to enjoy the various hiking trails and waterfalls, and take in all its beauty. Mt. Shasta has also attracted those looking for more spiritual enlightenment. As well as exploring its deep Indigenous history,

this episode details many tales and legends of hidden cities, Lemurian people and more.

### Episode 7: Bizarre Blobs of Washington

Following a series of rain showers in 1994, residents of Oakville, Washington were confused to find hundreds, if not thousands of small, gelatinous blobs on the ground. In this episode, we hear from some of the locals on their experience, as well as those who decided to take samples and try to work out what caused this strange phenomena, which hasn't happened since.

### Episode 8: Floating Feet of Salish Sea

Since August 2007, over 20 severed human feet have washed up on the shores of Washington State and British Columbia, causing massive concern with locals, who are often the ones finding them. Theories range from serial killers and mafia hits to accidental deaths and suicide.

As an avid documentary watcher, I really enjoyed this series. Whilst for me, some of the episodes may seem a little bit too far-fetched, I felt the audience is given a fairly balanced perspective of the mysteries and phenomena being covered, and I couldn't help but further research many of the topics immediately after watching!

*Chloe Thompson Slater, now living in Chewelah, graduated with an honors degree in journalism from the University of the West of Scotland and has worked on "some amazing projects," including filming local counts at the Scottish independence referendum and general election. She specializes in marketing and PR services, and enjoys cooking, socializing, writing and pretty much anything to do with the outdoors.*

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**TOTAL AMOUNT ENCLOSED \$** \_\_\_\_\_

**Please mail your photo together with this form.**  
If you would like your photo returned,  
please provide a self-addressed, stamped envelope.

**You can also e-mail your photo to: ads@huckleberrypress.com**

Use a separate piece of paper for larger ads or for more than one ad.

Mail your check or money order to:

Huckleberry Press

PO BOX 983

Kettle Falls, WA 99141

Questions? Call us toll-free 1-844-344-8344

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Your information is never shared, traded, or sold to anyone.

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