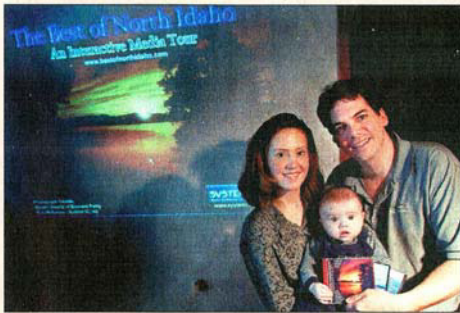


# THE *Idaho* SPOKESMAN-REVIEW

SECTION  
**B**

Wednesday, May 14, 2003  
The Spokesman-Review  
Coeur d'Alene, Wash./Coeur d'Alene, Idaho

## Handle



Kathy Florida/The Spokesman-Review

Janette and Rob McKenna hold 4-month-old Skyler, who seems to love their "The Best of North Idaho" CD, which offers myriad reasons to love this area.

CLOSE TO HOME ■ *Cynthia Taggart*

## CD almost like being here

WORDS SOMETIMES just don't do the job. They don't convey the splendor of the morning sun on Mica Bay or the electrifying thrill of a tear down Schweitzer's double diamond Lakeside Chutes run.

Some things need to be seen for full appreciation. But airline tickets are expensive and time often is tight. That's where technology steps in.

Rob McKenna knew it, and so did Mike Kennedy. Separately, the two men, with help, created compact discs that show off North Idaho — schools and ski hills, mountains and musicians, neighborhoods and North Idaho College.

"I wanted something I could give customers," says Janette McKenna, Rob's wife. She sells real estate and encourages

people to relocate to North Idaho.

Rob was a computer whiz. He had designed digital business cards. Janette's request for something to show her customers was an invitation for him to experiment at length on his computer.

"I'm a supergeek," he says, rolling his eyes.

And he loves Idaho. He spent his childhood camping at Priest Lake. The Panhandle's beauty has stayed with him into his own fatherhood. He packed all the

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brehtaking scenery he could into "The Best of North Idaho: An Interactive Media Tour."

The CD offers five choices for background music, all regional musicians — Kelly Hughes, The Standards, Shari Short, Jim Boyd and Mike Wagoner. The music accompanies 360-degree panoramic tours of Lake Coeur d'Alene, North Idaho College, Schweitzer Mountain and more.

Even better, Rob, an expert skier, added virtual tours down all of Schweitzer's ski runs and a virtual round of golf on Hidden Lakes Golf

Resort near Clark Fork. He shot all the ski footage himself.

Rob complemented the video work with a gallery of eye-pleasing still photos supplied by local photographers — Warren Swartz's shots of Bonners Ferry in the fall, Tom Holeman's views of wintry Priest Lake.

With games, maps and lists of businesses, Rob's CD could convince anyone — except maybe a confirmed urbanite — that North Idaho is the paradise of their dreams. That's why he's sent it to businesses in Italy and Asia. It's on sale at Hastings for \$12 or over the Internet at bestofnorthidaho.com.