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Spring – April/May 2015

life



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SHARES HER TIPS



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Your comments and suggestions are welcome.

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DISCLAIMER: Beaches|life made every attempt to verify all information published in this magazine, however, we assume no responsibility for any incorrect or out-of-date information.

Canada's First Lady of Fashion ...shares her tips

Canada's First Lady of Fashion, Jeanne Beker, has been a household name through her 27 years as host of *Fashion Television*. Reporting on style and fashion across the globe set Jeanne's footprint, not only in all mainstream Canadian media, but also internationally from Paris to Milan, Toronto to New York.

Parents, Holocaust survivors from Poland, Jeanne was born and grew up in Toronto. She first launched her career as an actor at CBC Television, then studied theatre at York University, and went to Paris to study mime.

In 1985, Jeanne hosted the Canadian iconic show *Fashion Television* (FT), which was in production until 2012. From FT to her many other appearances and involvement in the fashion world, she earned the title Canada's First Lady of Fashion. She has written articles on fashion and style for the Toronto Star, The Kit and The Loop and is currently a columnist for The Globe and Mail.

Jeanne has some surprisingly pragmatic advice for wannabe fashionistas – be true to yourself, be comfortable, don't invest in clothes that are difficult to care for, and if you don't love it, don't wear it!

Jeanne says that around the house, she's often wearing yoga pants (good quality) and a sweatshirt, as long as what she's wearing makes her feel good. She adds that she does make sure her hair looks good and she's wearing a bit of make up "in case a camera shows up at my door." Not surprising considering the many activities taken on by this multi-tasking woman, who others have looked for fashion advice for three decades.

For Jeanne, fashion is part of how each of us communicates about who we are. For this reason, she emphasizes that it's important to be true to ourselves when we select our clothes. "It's not about keeping up with trends, or wearing what your friends like," she explains, "you need to embrace who you are, which means loving yourself first and foremost. Clothes can be transformative, but if you don't like yourself in the first place, you won't find something you like to wear."

As for sensible fashion advice, Jeanne is a big believer in investing in strong basics. "If you wear black pants," she says, "then invest in 2-3 quality pairs that won't fall apart."

continues on page 6...



Courtesy of The Shopping Channel

continued from page 5...

“You want clothes that are chic, make you feel put together as well as comfortable and take you through the day. Many of us don’t have time to change so you need outfits that you can dress up or down.”

Best outfit for young or older person?

“Any outfit that is absolutely comfortable and you feel good when you have it on. If you don’t love it, throw it out!”

In addition to her career as actress, radio and television host, author, columnist and editor, Beker’s latest venture takes her to The Shopping Channel where she’s been named Style Editor. The position includes host of a new live show, Style Matters with Jeanne Beker.

Jeanne is excited about the show, which not only brings in products from all over the world but gives her a chance to talk with people on air, live, about fashion.

“I love the connection part of this new venture,” she says. “After 27 years of doing programmed television, it is fun doing live TV. I get to talk with a much broader, cross generation sector of people. I also get to continue the dialogue I’ve had with so many people over the years who are now looking for fashion advice as older adults.”

We’re **bombarded every day with so many choices that you need someone to curate the pieces for you.**

The show also represents a change in how Canadians live their lives.

“We’re changing the way we shop,” says Beker. “Online gives you access to all kinds of delights as well as the chance to learn about a product, how and why a certain piece works. We’re bombarded every day with so many choices that you need someone to curate the pieces for you.”

Despite her passion for fashion, Beker is quick to point out that she doesn’t live and breath fashion 24/7. Jeanne’s favourite pastimes include travel, spending time in Ireland, visiting her two daughters (one in Montreal, one in the Yukon) and walking her dog along the boardwalk in the Beaches. “I love all the wonderful restaurants in the area,” she says. Although a Toronto city girl, she has a farm outside the city that includes a stone farmhouse built in 1842. She also attends live concerts, loves jazz and owns an investment in a resort in Peggy’s Cove, Nova Scotia.

“Fashion is a part of the way we move through the world, but life is not all about fashion,” she adds. “It’s important to remember that even when you work in fashion all the time.”

Style Matters with Jeanne Beker debuted March 12 at 8 p.m. ET on TSC and tsc.ca, as well as the ShopTSC mobile app for iPhone and Android, with full episodes available online next day.

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Open Up Your Living Space Outdoors

Feeling a bit cooped up after a long, cold winter? Once spring comes, we can all start thinking about expanding our space beyond just the walls of our living space. If you are living in a condo or apartment, you can enlarge your living room by pushing out to a balcony. In a house, you can plan which part of your garden becomes an additional room or cozy sitting area. All you need is a few items, appropriate for outdoor living and a bit of planning.

can pull it all together by using consistent colours or adding outdoor cushions and chair coverings.

- Entertain a lot? Consider a large BBQ, table, chairs and a side bar for serving.
- Want a private outdoor getaway? Invest in a comfortable outdoor chair, ottoman and perhaps a plug-in water fountain.
- Looking for a quiet, romantic spot? An outdoor fireplace, settee and overhead hanging lanterns will help set the mood.

Visualize your outdoor living space

Your balcony can be a quiet place to lie down or sit and read, and a space to sip wine at a patio table. In a garden, your space may already be decided by patio stones, a deck, a patch of grass surrounded by a garden, or even crushed gravel.

Select from these features to further define your space – it will make you feel like it's your living room, outdoors:

- Planters around the perimeter or corners.
- Vertical trellis and/or outdoor screens in bamboo, wood, metal at one or both ends
- Shrubs, perhaps a hedge
- Patio umbrella, canopy, pagoda, or overhead trellis with vines
- Strings of lights or lanterns
- Outdoor curtains
- Outdoor rug or decking squares

Furnishing your space

Choose outdoor furniture that suits how you plan to use your space. Don't worry if it doesn't all match. You

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- Weather resistant fabrics (always!)
- Wooden furniture treated for outdoor use, water impenetrable stain or exterior primer and paint
- Bamboo and wicker furniture and fixtures
- Metal furniture and fixtures intended for outdoor use, or painted with rust-proof or plastic spray paint
- Quality, stable canopy or overhead umbrella that can withstand the weather
- A fully sheltered area or at least an outdoor storage box where you can toss in the cushions when it rains
- Plastic dishes and glasses
- Assortment of planters for flowers, greenery, even herbs

Personalize

- An old mirror, treated with weather-proof paint to reflect your garden
- Lighting depending on your needs: an outdoor patio light, sturdy candle-holders, Chinese-style lanterns, sparkly mini lights
- Re-using found objects in a new way, such as colanders as hanging baskets
- A fun, outdoor art piece such as a metal sculpture, wall hanging, even a garden gnome
- Planters on wheels so you can move them to the sunlight or shade as needed



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Perspective is Everything

Ever wondered why some people need so many expensive cars and yet others can live in a basic log cabin and be perfectly happy?

People live in houses that are more like castles, where others get an equally good sleep in a nice small condo.

For some, their lives are all about skydiving, mountain climbing or walking a tightrope across Niagara Falls. Where others are just as happy to go for a daily walk, have a bike ride, or meditate and do yoga.

Life is colourful and each of us is an individual with unique genes, background, mind and interests. These become the source of what makes each of us happy and satisfied. It is all about our own perspective!

To get more joy and satisfaction from life and always see the glass half full, focus on what brings us the most joy. Let thoughts, such as, "who can afford..., who wants..., why would someone..., they must be crazy..." go. On a warm sunny day, a drive in a convertible is desirable to some, and yet a strawberry popsicle is a happy treat to another.

By focusing on your own joy of life, either big or small, we can avoid some of that negative thinking – it is just a bad habit. You can start to make changes in your perspective. For example, the next time someone asks if you're having a good day, don't tell them what's

gone wrong, think about something pleasant that has happened and answer, "yes, thank you. I am!"

Or next time you see someone moving into a big house beyond your wishes, say "good for them" (and mean it too). Poor or rich, expensive or cheap, crazy or not, it is all about each individual's perspective. Also known as optimists, positive people truly see the glass half full. Pessimists see it as half empty.

There's more to positive thinking than just making the world a bit cheerier. Many studies have shown that pessimism is a self-fulfilling prophecy. When someone is determined to see the darker side of a situation, or expect the worst, what they expect often comes true. Positive thinking, on the other hand, is associated with positive actions and outcomes.

So, what is your perspective on the positive and negative challenges in your life?

Do you believe you are rich or poor? Are you a success or failure? Is every day worthwhile or some days worth skipping? Do you look for solutions or problems?

There are times in life when everyone faces difficult situations, which can't be overcome easily and takes time to heal. But there are many, daily situations when those around you will welcome rose-coloured glasses rather than a wet blanket. It keeps all of our perspectives in check!

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Sprint into SPRING with a Clean Conscience



Spring cleaning isn't a new idea. Getting your home in shape for spring has its roots in many cultures.

The Zoroastrian holiday known as Nowruz has a spring cleaning ritual known as Khane-Tekani, which literally means "shaking house." In Thailand, during a two day festival in April called Songkran calls, houses as well as any images or statues of Buddha are given a thorough cleaning.

In colder North American climate, coal, oil or wood-heated homes meant a lot of dust, ashes and soot. On the first warm, dry day of the season, everybody in the family would help pull every stick of furniture and scrap of cloth outside into the fresh air. Windows were opened, shutters removed and everyone swept, beat the rugs and upholstered chairs, washed walls, aired the linens, and shook the dust off books and paintings.

Deep cleaning not only is healthy for you and good for your home, an organized, freshly cleaned surrounding makes you feel good about life.

Make a fresh start this spring by following some simple tips for airing out your home, and bring some fresh air and energy into your life!

In the home

- Don't tackle it all at once. Make a list, room-by-room. Play your favourite music and go through each with a basket of cleaning tools and supplies.
- Instead of taking on a space, tackle the cupboard in the bathroom, your shoe rack, make-up drawer or that dark space under the sink.

- Do a "BEST BEFORE" clean. Check items in the refrigerator, freezer and pantry. Either eat (if it's okay) or toss in the green bin. [Note this spring I vowed to use up all the meat in my freezer before buying any more!]
- Go through your medicine cabinet, remove items past due or those you don't need. Return unused and old prescriptions to the pharmacy.

In the garage

- Divide items between what needs to be given away, put in the garbage, repaired/painted, and what you want to keep.
- Find a new home for too many "extras", like all those plastic planters, broken garden tools, bikes and equipment that your kids no longer use.
- Make a list of garden supplies and equipment you need. Make a note of what you are looking for so you're ready for upcoming spring garage sales and flea markets.

In your life

Sit quietly with a cup of tea or glass of wine and think about what you're going to "let go of" this spring. Perhaps it's disappointment about something that happened in your life (or didn't happen), or a grudge against someone who caused you difficulty. Consider what would help you get a fresh start, perhaps a new routine, a short trip somewhere, or a hobby that you used to love.

The Eyes Have It! Healthy Lifestyle for Clear Vision

Your eyes are an important part of your health. You want to keep them in good working order. Eye health is particularly important as we age because the part of the eye retina called the macula starts to degenerate. The macula is responsible for the sharp, central vision needed to read or drive—too much degeneration and you experience serious loss of vision, even blindness.

There are many things you can do to keep your eyes healthy. You want to make sure you have an annual eye exam, wear UV protective sunglasses and maintain a healthy weight. But the foods you eat are also extremely important.

Keeping Those Peepers in Top Shape

We've all heard that carrots are good for our eyes, and it's true. The beta-carotene, a type of vitamin A that gives carrots their orange hue, helps the retina and other parts of the eye to function better.

But there are lots of other orange fruits and vegetables that contain beta-carotene, so you don't just have to eat carrots! Plus, several other vitamins and minerals are essential for healthy eyes. Nutrients such as omega-3 fatty acids, zinc, and vitamins C and E help ward off age-related vision problems such as macular degeneration and cataracts.

Get your Lutein and Zeaxanthin

Lutein and zeaxanthin are especially important to know about. Your eyes can be damaged by ultraviolet light as well as blue light. These powerful antioxidants protect the macula from dangerous blue light by filtering it out – just like your sunglasses help to filter out blue and violet light.

You're born with a certain amount of lutein and zeaxanthin in your eyes, but your body doesn't reproduce them. You must constantly replace through the foods you eat. Fortunately you can constantly replace these nutrients through the foods you eat.

Top Foods for Eye Health

- Eggs yolks are a prime source of lutein, zeaxanthin and zinc.
- Citrus fruits, cantaloupes, kiwis and berries are powerhouses of vitamin C.
- Green, leafy vegetables such as spinach, kale, and collards for vitamin A, C, lutein and zeaxanthin.
- Salmon, tuna, other oily fish, nuts, beans for omega-three.

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Catwalks Spring Ahead with Denim

Denim is making big news in the fashion world this spring. For the first time in a decade, our favourite fabric and style is being featured at the top runway fashion shows in Europe. Yup, Denim is now officially high fashion! Even Burberry featured a denim jacket in its latest collection of women's wear!

Denim shirts and jackets for men: For men, nothing says masculine better than a soft, denim shirt. Paired with an olive coloured pant, white shirt or T and a sleek dark denim jacket. How to look classy and not totally cowboy? Keep the denim neat, sharp and dark in hue.

Here's just some of the reasons we love denim:

- Denim can be worn by everyone, young and old, male or female, and these days, for informal to formal occasions!
- Today's denim fabric combinations (often with a bit of spandex) fit every size and shape.
- Denim has always been wash and wear (no ironing or dry cleaning!)
- Light wash, dark wash and coloured, denim seems to go with every colour and style.

Jeans, of course: For women, this spring look for flares, kick flares and girlfriend jeans. The new kick flares are cropped in length and worn with ankle boots. "Girlfriend" jeans are tighter and higher on the hip, with a tapered slim straight leg. For men, straight, slim and regular in colours of indigo, classic light wash, black, grey and white.

Denim accessories

- Denim details paired with leather (avoid the all denim bag)
- Denim ball caps with suede
- Denim watch bands, denim on shoes and boots
- Denim underwear and lingerie – yes, for both men and women, wear your denim where only you know it's there!

So how to wear denim this spring?

An A-line button-through skirt: Wear with a polo neck for a serious 70's vibe and in the summer with a tucked in T-shirt.

Dungarees (overalls) for grown-ups: Team with either a Breton (horizontal striped) top or a Victorian-style cream blouse with chunky wedges.

The perfect shirt dress: Great with knee high boots in the spring, or sandals in the summer. An ideal office dress paired with a jacket or sweater and a chunky necklace.

The great denim jacket: Spring looks include added patches, ripped sleeves, trimmed with lace, fur or some flashy detail. For women, jackets can be worn for the most casual events or added over a little black dress for a formal occasion!

Did you know?

According to the book "Denim Dudes", which looks at the street style and global business of denim, around 50% of the world is wearing a pair of jeans at any one time!



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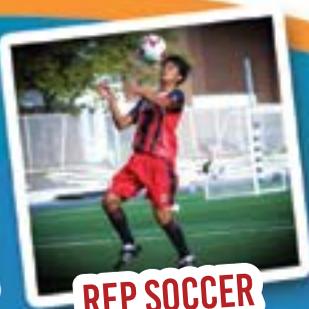
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my Secret Beaches Spot



This was a nice burst of colour added to my favourite walking places. It reminded me that the dreary winter was soon going to be replaced by the lively spring. *Cameron B.*

Do you recognize it?

Tell us where the Secret Beaches Spot photo was taken, and you could win a \$50 gift card for The Shopping Channel!

Email your answer by May 10 to info@beachesliving.ca.

Send us a photo of your Secret Beaches Spot with a brief description. If we use it in the June/July edition you will receive a \$50 gift card for The Shopping Channel!

Email your photo to: info@beachesliving.ca.



Congratulations to **Greg Chatelain** – the winner of April's Secret Beaches Spot contest:

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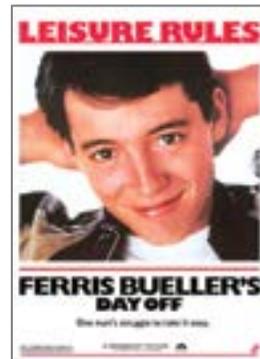
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1 🎬 Springtime Movies 🎬



Goodbye winter... hello spring! In this issue, we've decided to feature the great films that celebrate the season so many of us look forward to. It came to us as a surprise that there really aren't a lot. Sure, there are thousands of spring break "romps" but films actually about spring itself are few. So, here are some films that either take place during spring or embrace the meaning of spring. Some are familiar and others will be very unfamiliar to most movie lovers. Enjoy and welcome spring!



Easter Parade (1948) Dir. Charles Walters; Judy Garland, Fred Astaire, Peter Lawford
Ferris Bueller's Day Off (1986) Dir. John Hughes; Matthew Broderick, Alan Ruck, Mia Sara



Bull Durham (1988) Dir. Ron Shelton; Kevin Costner, Susan Sarandon, Tim Robbins



A Tale of Springtime (1990) Dir. Eric Rohmer; Anne Teyssèdre, Hugues Quester, Florence Darel

Enchanted April (1991) Dir. Mike Newell; Alfred Molina, Joan Plowright, Miranda Richardson

The Secret Garden (1993) Dir. Agnieszka Holland; Kate Maberly, Maggie Smith, Heydon Prowse

Saving Grace (2000) Dir. Nigel Cole; Brenda Blethyn, Craig Ferguson, Martin Clunes

Springtime in a Small Town (2002) Dir. Tian Zhuangzhuang; Jingfan Hu, Jun Wu, Bai Qing Xin

Tuck Everlasting (2002) Dir. Jay Russell; Alexis Bledel, Jonathan Jackson, Sissy Spacek

Spring Summer Fall Winter... and Spring (2003) Dir. Ki-duk Kim; Ki-duk Kim, Yeong-su Oh, Jong-ho Kim



Foodtalk

Getting Egg-Cited!



If you've been avoiding eggs because of concerns linking them to dietary cholesterol and coronary heart disease, it's time to reconsider. The latest research shows that healthy adults can enjoy an egg every day without increasing their risk of heart disease.

Canada's Food Guide considers two eggs the same as one serving from the Meat and Alternatives food group. So go ahead, enjoy an egg or two.

A Healthy and Filling Choice

One large Grade-A egg contains 6 grams of protein making it a great source of energy to get you through the morning, afternoon or evening. For those watching their weight, one egg is only 70 calories.

Look what else is healthy about eggs.

- Iron that helps prevent anemia
- Vitamin A, D, E, B12
- Folate (especially important if you are pregnant)
- Selenium with antioxidant powers
- Lutein and zeaxanthin (for vision)
- Choline for brain function

Eggy Facts

Retail grocery stores in Canada only sell Grade A eggs. They are given an A because they have clean, un-cracked shells, a round and centered yolk, a firm white, and a small air cell. Grade B eggs are sold only for commercial baking or for further processing into foods such as mayonnaise, noodles, or baked goods.

Egg size is related to the age of the hen. As a hen gets older, she lays larger eggs. The most common sizes are Extra Large, Large and Medium. Most recipes that call for an egg mean a large egg.

Brown eggs simply come from a different breed of hens, which are often bigger birds and require more feed than standard white-egg-laying hens.

Enjoying Eggs – Not Just For Breakfast

There are literally thousands of ways to enjoy eggs:

- Hardboiled eggs in a salad or take with you as a snack
- Egg burger with sausage or ham
- Eggs dropped in hot soup
- Egg burritos with cheese, salsa and jalapeños

Eggs Love Vegetables

Omelets and scrambled eggs make a great setting for vegetables. Stir fry the vegetables first and set aside. Add the eggs to the hot pan and stir until scrambled.

- Mexicans add eggs to a seared tomato salsa for the iconic huevos a la flamenco
- Tunisians add fried onions, sweet and hot peppers, tomatoes and potatoes.
- Greeks add spinach, feta cheese and tomatoes.
- Koreans add kimchi and scallions

Easy Egg Toast Cups

Kids and adults love this recipe. Pack as a snack or lunch. Enjoy hot or cold.

INGREDIENTS

- 6 whole wheat sandwich bread slices
- Shredded cheese (Cheddar, Swiss or Mozzarella)
- 6 eggs
- Options: halved grape tomatoes, chopped ham, bacon bits, fried mushrooms

METHOD

1. Roll each slice of bread to ¼ inch,
2. Brush one side with olive oil or melted butter and gently press into a muffin pan with buttered side out.
3. Add cheese and any one of the above options, top with an egg (you don't need to break the yolk)
4. Sprinkle with salt and pepper
5. Bake 350 degrees for 15-20 minutes or until egg is set.

Serve with a green salad.



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Mom, You're Awesome!
10 Reasons (and more) to Thank our Moms

On Mother's Day, celebrities now thank their moms publicly on Twitter,

"HAPPY MOTHER'S DAY to my amazing mother! And all the wonderful mothers out there," writes Reese Witherspoon (@RWitherspoon);

"I love you, Mom! Every day is Mother's Day. XO," tweets Mindy Kaling (@mindykaling).

And it's not just the stars on Twitter. Messages far and wide are sent via Pinterest, Instagram, and in Canada, over nine million printed Mother's Day cards.

Each of us has our own reasons to thank our moms, not just on Mother's Day, but on every day of the year! Here is our top 10 list for "why we love our mothers". Add your own!

1. For all those meals she's prepared as well as pizza and ice cream that always appeared before us despite how tired or busy she was!
2. Being a super hero when we needed a costume on a day's notice, black shoes for a band performance, skates sharpened for a practice in an hour and new mitts (a day after we lost our first pair).
3. Cheering us at hockey games, soccer practice, music recitals and the school play – when we were the best, and when we were the worst.
4. Knowing where everything lost is hidden and being able to produce it when we need it.
5. Letting us have a pet even though she's the one that ended up caring for our dog, cat, hamster, fish, etc.
6. Helping us learn to drive in her car.
7. Putting up with hearing us yell, "Moouoooooooom" at the top of our lungs but pretending that she didn't notice that we didn't text her back.
8. Patiently listening to all the drama in our lives (still!).
9. Loving us and believing in us, even when we were teenagers or making a mess of things.
10. And giving birth to us in the first place!

"A mother is one to whom you hurry when you are troubled."
– Emily Dickinson



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KEEPING WATER OUT OF YOUR BASEMENT Tips from the Drain Expert

There's nothing worse for a home or apartment owner than the experience of water in the basement. As our city water systems age, drain issues including messy sewage back-ups become all too common. For over 70 years, one Toronto family has been on the job, helping solve those drain problems. Now entering its third generation, the Drain Experts answer customer calls 24 hours a day, every day of the week.

"I keep my phone on my hip pocket," says Wayne Russell, whose father founded the company in 1945 to serve the area where the family first lived at Victoria Park and Danforth. Son Wayne has now worked in the business 40 years, his son works in the business as well, and during the summer, even the grandsons are involved.

"Fixing drains is what I know," says Wayne, "and over time, I've really got to enjoy meeting people and trying to make things better for them. When they call, they just want to get the problem fixed, and we know how to do that for them without having to spend more money than necessary."

These days, Wayne and his Drain Experts team are busy installing back water valves on the pipes that come into homes from the city sewer system. By installing the valves, homeowners protect their basements from overflow issues. Currently, city grants are available to subsidize the cost.

As for suggestions for keeping your water drain healthy, Wayne advises, "Watch what you put down the drain."

Paper towels don't dissolve and can cause serious clogs, cooking grease also causes big problems—"don't pour it down the sink." Another very common problem in the Beaches and older areas of the city are tree roots that make their way into clay pipes.

Your best defense is an electric snake camera inspection once a year. If roots have made their way into the clay pipes, it's a lot easier (and cheaper) to remove them after a year then wait until they've become thicker and split the pipes open. By looking at the video, you can actually see what's going on and know exactly what you're paying for if there is a problem.

The Drain Experts offer all the services needed to keep pipes in and out of your house in good shape (and water out of your basement!) A high pressure water jet, for example, can often solve the problem of pipes clogged with grease and small roots.

Wayne can advise on the city water valve subsidies and has a reliable supply of plumbers on hand. So well known is the business that almost all work comes from referrals in addition to business generated by his ads in Beaches Living!

"We can come to your house and do an estimate for free," he says, "or a flat rate camera inspection for \$40. It gives us both a chance to meet and see what needs to be done to solve your problem."

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When it comes to headphones, you're most likely using them to listen to music or videos without bothering those around you. The remote on your Apple set can do pretty much anything you need in that regard.



PLAYBACK CONTROLS

1. Pause & Play Tracks

Play or pause a song or video: press the center button once. This works with most apps like Music, Netflix, Play Music, Spotify, Videos, and YouTube.

2. Skip or Go to Previous Track

Skip a track: quickly press the middle button on the remote twice.

Go to the previous track: quickly press the middle button three times. This works with a lot of media apps, like Music, Pandora, Play Music, Spotify, and Videos.

3. Fast Forward & Rewind

Fast forward your song or video: press the middle button twice, holding down on the second press. Rewind a track or video, press the middle button three times, holding down on the third press. This works in Music, Spotify, and Videos.

CALL FUNCTIONS

Chances are, you'll receive a phone call while your headphones are plugged in, and while you can pull your iPhone out to perform call functions, let's show you how to do them all from your EarPod's remote.

4. Answer & End Calls

Answering a call: press the middle button once on the remote.

Ending a call: press the middle button again.

5. Decline Incoming Calls

Decline a call: press and hold the middle button for a couple seconds. The beep you hear will notify that the call was forwarded to voice mail. Already on a call and you receive another, do the same thing to decline the new one.

6. Call Waiting—Switch to a Second Call

Receive a call while you are on a call: switch to a new call while placing the previous one on hold by single-pressing the middle button.

ADDITIONAL FUNCTIONS

Although playback controls and call functions will probably be the most utilized functions, there are some additional things that can make your EarPods much more useful.

7. Hands-Free Assistance

Activate Siri: press and hold the middle button. If your remote includes a mic (you'll know by the small microphone icon on the back), you can leave your phone in your pocket while you speak to Siri. This is also a good call function – just ask Siri to call someone for you.

8. Use It as a Remote Shutter Button

Take photos or video: use the volume buttons to snap pictures or start and stop video recordings. This action does not work with third-party apps like Instagram, Snapchat, or Vine.

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Let Customers Talk Behind Your Back

When customers talk about your products or services it can be very, very good for your business or, unfortunately, very, very bad. In fact, 72% of the population is motivated to write a poor review of a product or service if they've had a bad customer experience. Ouch. That's almost three-quarters!

And good and bad word travels fast with today's many choices of social media and within seconds, the word is out about a customer's satisfaction or disappointment (as well as online review pages). Product recommendations from family and friends have the most impact, those from celebrities the least. And in many instances, those social media messages are from family and friends!

What kind of good and bad news is shared?

- Good news could be about a new product you've launched, a special deal you're offering, services that solve a specific problem, a unique opportunity.
- Bad news could be about a product that doesn't work or is unavailable, service that was lacking, coffee that was cold, unacceptable customer experience. When it comes to bad mouthing, the sky's the limit.

You can't tell customers what to say about you, but you can leverage what, where, why and how they say it. Here are some tips:

What they say

- Provide an unforgettable experience or a deal that's really worth it. And stand by your word about guarantees and money-back offers.
- Always put customer service first. If someone isn't satisfied, do whatever you can to turn the situation around even when it means hiding your own feelings and emotions. Being right isn't worth losing a customer and having them talk about it!



Why they say it

- 57% of people just enjoy sharing their opinions and 64% like helping others make a choice. So go ahead and ask!
- Offer a discount or free sample if they write a product review. According to recent research, 93% of people cite "a positive experience with the brand" for why they write product reviews, and 79% say they do it "to receive a free product or sample."

Where they say it

Ask your customers for feedback by different means, and give them the link or icon to do it easily and quickly.

- "Like" on Facebook as well as Facebook comments. According to Social Media Link, Facebook is the most trusted social media platform for product/service recommendation.
- Links to online surveys
- A review or comment page on your website
- Invites to pass on product recommendations on Twitter

How they say it

When you ask for feedback, be specific and clear so you can pass the word along:

- Were you pleased with the service you received?
- What do you like most about the product you bought?
- Would you recommend us to a friend (and provide a form to do so)
- Rate our service 1 to 5, with five being the best

Online consumer reviews are already the second most trusted source of brand information and messaging, with 70% of global consumers indicating they trust online reviews, an increase of 15 percent in four years.

Reference: *Social Media Link*, 2nd edition of survey conducted through October to November 2014

bizprofile

Lighting with Style on the Danforth



When a nightclub in the city wanted to bring "Vegas to Toronto," Bella Lite stepped in to design and manufacture giant, round lighting fixtures, 5 by 10 feet in diameter.

"My fear was that they wouldn't fit through our door!" says the owner and founder of Bella Lite, Houman Nooreini. Opened on the Danforth at Woodbine two years ago, the retail store (with manufacturing space) brings what Nooreini describes as a "fresh breath" to an industry that often seems to showcase lighting fixtures that look the same.

Offering products that truly are different is the whole idea behind this independent, family-run business. The first thing that you notice when you walk through the door is the variety of lighting, often with a more European vibe.

"The comments we hear all the time," says Nooreini, "are about our unique selection as well as how we display our products."

Others comment on the time he takes to help someone select a fixture, looking at photos and paint samples, learning about who they are and what they like. "You helped us select a fixture as if it was your place," they tell him.

Bella Lite was opened about two years ago, after Nooreini had worked directly in the lighting industry for 25 years. Born in Iran, he came to Canada in the 1980s. For 15 years he worked in Montreal, selling products to other lighting companies, including the large lighting chains. He's imported lighting fixtures from Europe and Asia and at one point, set

up a manufacturing production line for a lighting company, "I know how every kind of fixture is put together," he says.

Once established with industrial and commercial clients, he turned his attention to retail sales.

"My intention was to introduce a fresh breath of air to the lighting industry," he explains. "Because I was working with a lot of interior designers, I realized there was a real need for a store that brought in products you couldn't find anywhere else."

"We've definitely become a destination shop," he says, "people come in to see our products and get our advice. Customers even bring in vintage lighting fixtures to refurbish."

Nooreini also does a lot of custom work such as fabric shades and manufacturing customer fixtures. Much of his work is for the commercial side of the business: hotels, restaurants and clothing stores. His wife, Sandra, works in the business applying all the finishes on the customer orders.

His knowledge of lighting extends beyond what looks good. Nooreini studied the engineering of lighting in order to understand the best way to illuminate a space, and has made it a specialty to know and promote the cost and energy saving benefits of LED lights. As part of his passion for helping companies and individuals "go green", he's even provided seminars for local condominium owners on the advantages of LED's.

Bella Lite • 1989 Danforth Ave.
647-655-4334 • bellalite.ca

Beaches 8th Annual Kids Program Open House



Event photos & video online:
beachesliving.ca/kids

Beaches Living would like to thank everyone who came to the 8th Annual Beaches Kids Program Open House and the local businesses who showcased their programs and services to help kids live their dreams!

UPDATE!

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OSCAR® CHALLENGE WINNERS

WINNER of this year's Oscar® challenge is **Jennifer Cook** – randomly chosen from the 23 people who had all at least three correct predictions.

Best Picture: *Birdman*

Best Animated Film: *Big Hero 6*

Best Foreign Film: *Ida (Poland)*

Best Director: *Alejandro G. Iñárritu, Birdman*

Best Actress: *Julianne Moore, Still Alice*

Best Actor: *Eddie Redmayne, The Theory of Everything*

Best Sup. Actress: *Patricia Arquette, Boyhood*

Best Sup. Actor: *J.K. Simmons, Whiplash*

WINNER of personal pick is **David Lockie**.

Jennifer and David have each won a pair of movie passes to the Alliance Cinema in the Beach. Thanks to everyone who participated, see you next year!

COMMUNITY ENVIRONMENT DAYS

WARD 32: Thursday, May 21 – 4-8 pm
Ted Reeve Arena, 175 Main St.

WARD 36: Thursday, May 28 – 4-8 pm
Birchmount Community Ctr, 93 Birchmount Rd.

WARD 30: Saturday, Sept. 26 – 10 am-2 pm
Riverdale Park (east side), Broadview Ave.

For details and and schedules visit:
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Urban Bulk Emporium – 1380 Queen St. E.
Urban Rider – 1735 Queen St. E. The
VandenBerg House – 1400 Queen St. E.

Thank you and best wishes:

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Howards Storage World –
2060 Queen St. E.
The Hummingbird – 1276 Queen St. E.
Kids At Home – 2130A Queen St. E.
Lens Factory – 2186 Queen St. E.
Lil' Bean n' Green – 1133 Queen St. E.

On the Move (new location):

Beach Toyz – 1887 Queen St. E.
Beaches Wellness Centre –
2130A Queen St. E.
Club Ink – 301 Danforth Rd., Unit #1
Janet's Custom Sewing & Alterations –
986A Kingston Rd.
Parts Gallery – 1142 Queen St. E.

If you are opening a new business in the Beaches, moving, closing, or re-opening,
let us know. We will add you to the list in our next *Beaches|life* magazine.
Contact us at: info@beachesliving.ca or 416-690-4269.

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