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Winner of Iron Chef 2011, Chef Chuck Hughes defeated Chef Bobby Flay, which brought him culinary fame. He was declared the youngest and second Canadian chef to win the title. He enjoyed doing Iron Chef even though the pressure was incredibly intense!

Chuck has been a judge on Chopped Canada, and authored two best-selling books “Garde Manger” and “Chuck’s Day Off.”

Chef Danny Smiles also has chef notoriety from TV reality. In 2013, he was first runner up in Top Chef Canada. Truly passionate about his food, the only thing Danny likes as well as cooking is doing TV with Chuck.

Filming Chuck & Danny’s Road Trip was like a chef “fairy tale” for Executive Chef Chuck (40), who co-hosts the show with his best buddy, Chef Danny (31). The show follows Chuck and Danny as they cook and eat their way from coast to coast.

Both Chuck and Danny were born and raised in Montreal. When not travelling in an RV, they work together at one of Chuck’s two restaurants, Le Bremner, where Danny is the chef. Chuck is also co-owner and executive chef at another Montreal hot spot, Garde Manger.

Each chef brings a certain cooking fame to their job. Chuck discovered he liked cooking a long time ago, but only thought of it as a career when he was studying at school. His restaurant was quickly recognized as one of the best in Montreal.

Danny, on the other hand, literally grew up in a kitchen. His parents owned a hotel, and by 15-years-old, he was washing dishes, and a busboy assisting in the kitchen. He attended St. Pius X Culinary Institute in Montreal and interned at Michelin Star restaurants in Italy.

With Italian heritage and a father born in Egypt, Danny combines the influence of Mediterranean and Middle Eastern cooking at Le Bremner, a Quebec restaurant that ranges in style from American, to European, to Asian. By far, his own favourite foods to eat are Asian and Haitian. Growing up in working class Montreal, he was in the middle of the city’s largest Haitian community. To this day, he loves Haitian dishes such as creole, tasso (fried goat) and djon-djon (mushroom rice).

...continues on page 6
continued from page 5...

The new series on Food Network Canada kicked off this spring. Travelling in an RV, the two Montreal chefs camp at national parks across Canada, cook, then entertain. They start in the Ontario counties of Prince Edward and Hastings, head to the west coast filming in both Vancouver and Salt Spring Island; head back for a Toronto episode, further east to New Brunswick, and conclude in Prince Edward Island.

“It was amazing to see the beauty of Canada, such as Fundy National Park,” says Chuck. “It was quite the road trip! 30 to 40 crew and cameramen travelled together… it was essentially a big family.”

“For each of the 6 episodes, we did what any chef out there would dream of doing each day,” says Chuck, “We’d get up in the morning and head off to a market, or visit a farm for fresh eggs, and then cook a meal. In Vancouver, we went fishing first, caught our own fish and cooked it. In New Brunswick, we made the flour and then the pancakes. It’s what you dream about. But we got to live it!”

Each episode focuses on ingredients that are native to that particular area. “The RV carried all the essentials in a small pantry – flour, olive oil, spices, etc.” Chuck explains, “but the main ingredients for each episode were acquired along the way.”

Once Chuck and Danny had rounded up their ingredients, perhaps quahogs, or wild rice, or fresh seaweed, or rare Chanterelle mushrooms, they cook up an unforgettable campground feast for the local chefs, farmers and artisans they’d met while making that particular episode.

The show is unscripted, meaning lots of surprises along the way—which are part of filming a reality series. “There’s always the show you want to make,” explains Chuck, “and the show you end up with. But we always had fun.

“All the time we were cooking together, we were also discovering more about ourselves along the way.”

Danny, for example, discovered that although he has always had a love of cooking, he actually enjoyed TV work. “At first I wasn’t too sure of it,” he says, “but it really helped having my friend as co-host.” Chuck had done other TV shows, including Chuck’s Day Off. Danny also noticed that instead of the fast pace in a kitchen, filming a TV show can take a lot of time. “Time stands still on the set,” says Danny, “whereas in the kitchen, you’re always trying to beat the clock!”

There also is a third activity that unites both Danny and Chuck – hockey. Both chefs play in a Montreal league made up of artists, actors, chefs (basically anyone who doesn’t have to work in the middle of the day). Danny recently celebrated getting 2 goals while Chuck watched on the sidelines with a walking cast on his foot. “I’ll be back in a couple of weeks,” he promises.
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Blaming others is one of the most common reactions we have when something doesn’t go our way. We don’t mean to do it. But it is just so easy to say, “I was late because the bus was slow.” Over time, this kind of mind-set becomes a routine way of thinking. In fact, you can choose your mind-set for living the life you want. It is possible because you are in charge. You are the only one who can choose better relationships, healthier lifestyle, better time management, and better ways to treat yourself.

There are many inspiring examples of people who have faced serious challenges and still were able to live their life beyond blame.

For example, author Stephen King wanted to be a writer but was consistently rejected by publishing houses. He was so frustrated that he threw his first book in the trash! But instead of giving up and blaming others, King accepted that fame wouldn’t come right away. He persevered (his wife retrieved his manuscript from the garbage!), and today his books have sold over 350 million copies.

Another Canadian, “man in motion” Rick Hansen, continues to inspire us. Hansen had to completely re-think his life after he was thrown from the back of a pick-up truck when he was 15. Now a paraplegic, Hansen could have chosen to spend the rest of his life blaming others for the accident. But instead, Hansen went on to become a Canadian icon for spinal cord injury awareness, and through the years has raised millions for research.

And who could forget Canadian Olympic rower Silken Laumann? After winning a bronze medal at the 1984 Olympic Games with her sister, everyone expected her to win gold at the 1992 Summer Games in Barcelona. But two months ahead to the games, Laumann’s boat was rammed accidentally when she was preparing for a regatta in Europe. Instead of blaming the universe for her incredibly bad luck, she staged a remarkable recovery and with a specially fitted brace she competed at the games. Her bronze medal performance was one of the inspirational highlights of the games.

It is not always easy to turn away from blaming. But a few powerful statements can sometimes help turn “fault” into opportunity. Think of these phrases next time you need some inspiration.

• You are all powerful, so take control of your life’s situations rather than being a passive bystander.
• Look in the mirror and have a talk with your real boss – that’s you. Now choose to be proactive, assertive and self-defining.
• Live with honesty, total integrity, compassion, patience and tolerance – toward yourself!

When you blame others, you are affirming that you have no power. Your existence is only a reaction to the power of others. But you are powerful! Grab that power and start living!
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Marvelous, Nutritious, Enjoyable Eggs

The simple, inexpensive, unassuming egg is a powerhouse of nutrition, and possibly, one of the easiest foods to prepare. Even those who don’t cook can master the fried egg, and when you need the ultimate comfort food, a boiled egg with toast is just about perfect.

Eggs are one of nature’s most nutritious foods. They are an excellent source of high quality protein and packed with 14 essential vitamins and minerals including iron, zinc and choline, vitamins A, D and E, and B vitamins such as folate, B6 and B12.

With 70 calories per large egg, they’re also a smart choice to help keep your weight in check.

Some interesting egg facts:

- The longer and hotter you cook your eggs, the more nutrients you may lose. So don’t overcook them.
- There are more than 1,000 egg farmers and farm families in Canada who produce fresh, local and high-quality eggs.
- A fresh egg will sink in water while an older egg will float.
- Wondering if an egg is hard-cooked or raw? Simply spin it. A hard-cooked egg will spin longer than a raw egg.
- Eggs are used in baking to puff up food when air is beaten in them. An egg white can expand to eight times its volume!

Spring “Deviled Eggs”
A true egg classic is the deviled (or salad) egg. There are many variations but keep the ingredients simple as the taste of the egg, dressing and a few simple herbs are all you need!

- Hard cook your eggs. Put in a saucepan, and cover with water. Bring to a boil and immediately turn off the heat. Leave 20 minutes, drain, cool, then peel the eggs.
- Slice each egg lengthwise and carefully pop-out the yolk into a separate bowl.

Now the fun part:

- Mash the yolks with a fork and add salad dressing until moist. Mayonnaise is the classic choice, but a combination of mayo and thick Greek Yogurt can be used.
- Add your choice of extras, e.g. finely chopped celery, parsley, chives, or dill. For a Mediterranean twist: finely chopped sun dried tomatoes
- Flavour with salt and pepper. Some prefer a dash of curry power.
- Fill each white half using a fork, or if preferred, use a piping bag.
- Sprinkle with chopped herb of your choice, or a dash of sweet paprika (classic choice).
- Decorate with a choice of toppings, e.g. a slice of radish, half an olive, smoked trout, a bit of cooked bacon, even caviar.

Keep in the refrigerator before serving.

Quail Eggs: Tiny Beauties
Quail eggs taste just like hen’s eggs but the small size makes them perfect for small snacks eaten fried or hard boiled.

Cooked quail’s eggs make an elegant addition to salad, soup, or an appetizer tray. Peel and use whole, or make tiny deviled eggs!

Tips: The membrane is thicker than chicken eggs, so quail eggs can be a bit tricky to crack and peel. They take more time so be patient.
Spring Body Tune-up

Spring is all about refresh and renew. For a week, try a food and diet “cleanse” that gives you the benefits of a detox – body, mind and spirit. Here’s are some things to try:

HYDRATE
• Staying hydrated helps cleanse your body of toxins, boost metabolism, and clean up your skin. Each day, measure out water and/or fluids to make sure you consume eight 10-ounce glasses. Make sure that the fluids don’t contain sugar, caffeine or additives.
• First thing in the morning, drink a glass of water (warm or cold), with juice of half a lemon. This is great for flushing toxins from your liver.
• Ease up (or eliminate if you can) caffeinated beverages for a week. Your body will naturally improve digestion and energy levels.
• Green tea is a well-known healthy drink that washes out toxins with its special antioxidants called catechins, which also increase liver function. Win-win.

NATURAL IS BEST
Consume foods as close to their natural state as possible, which means avoiding processed foods. By choosing whole foods, your body is able to digest and metabolize them with ease, leaving more time for natural detoxifying to take place.

CONSUME FOODS WITH DETOXIFYING PROPERTIES
• Mung Beans absorb residual toxins along the intestinal walls.
• Omega-3 oils such as avocado, olive oil and flax seed oil are high in Omega-3s, which help lube up the intestinal walls and absorb the toxins.
• Certain raw veggies are all high in sulphur and glutathione, two things that help to rid your liver of harmful toxins. Those particularly good include onions, carrots, artichokes, asparagus, broccoli, cabbage, kale, Brussels sprouts, cauliflower, garlic, beets; and spices turmeric and oregano.
• Eat something green every day, such as kale, spinach, arugula and even wheatgrass or blue green algae. The chlorophyll boosts your digestive tract to eliminate toxins.

NO TO SUGAR
Downplay sugar as much as you can. Men should consume no more than nine teaspoons, or about 36 grams of sugar per day, while women should eat no more than six teaspoons, or about 25 grams, of added sugars per day. Check nutrient labels. You’ll discover that you’ll have to avoid cookies, cakes, candies and pastries because the sugar adds up quickly.

GET MOVING!
Set a goal to exercise one hour a day for a week (walking is a great choice). Exercising promotes circulation of blood and lymph, a clear fluid containing white blood cells that flows through our bodies. This allows organs such as the lymph nodes and liver to cleanse those bodily fluids.

In addition to the above, walking flushes out our lungs and helps food pass through your body quicker. More vigorous exercise opens up the sweat glands and cleanses the skin through perspiration.
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Real Mother’s Day Messages

What do you want to tell her this year

There are a few things we all have in common – each of us has a mother, and we are either a daughter or a son. Some of us have memories of our mothers, others still have their mothers to talk with, write to, or visit. But whatever the case, there are messages we sometimes wish we could say to our mothers, which we often don't get a chance to put in words. They may be important “life” questions, or something small yet important to say out loud, in writing, or in our thoughts.

On this Mother’s Day, what are the messages you’d like to tell your mother, either in person or in your thoughts? Here are some ideas to inspire you.

• Tell me about the day I was born. What time of day was it? How long did it take to know what name to give me?
• I’m really glad about the time that you were honest with me and told me about …..
• If it wasn’t for you, I never would have learned how to …..
• Remember that time I drew on the walls with my magic markers? I didn't mean to make such a mess. I was just having so much fun creating something beautiful that I forgot I was in the living room!
• Every time I make soup on a Saturday, I think of you serving us soup when we’d come inside on a cold day.
• Thanks for all those great meals you made. I know that many times, you were probably really tired from a day of work.
• What were you like at my age? How did you style your hair, what was your favourite outfit?
• Can I get that recipe for …..?
• Is there something you always wished you’d done but didn’t get a chance?
• You were so good at helping me do my math homework. I never realized that you probably had other things you’d rather be doing.
• You’ve always accepted who I am, and that has been so important to me all my life.
• Thank you for making me to do school work!
• You really inspired me because….
• If I could have picked out a mother, I would have chosen you!
• If you were me again, what advise would you give?
• How did you celebrate Mother’s Day with your mom?
• You are beautiful.
• I love you.
Spring Cleaning in the Garden

Spring cleaning applies to the garden in the same way that it applies to your home! Even the rain showers during the spring help to clean up the walkways and wash away those last traces of winter. But there are a few things you can do to help nature along with its spring cleaning chores.

CHECK THESE GARDEN CLEAN-UP TIPS OUT FOR A HEALTHIER, HAPPIER GARDEN.

CLEAN UP AND PRUNE THOSE SHRUBS
• Remove dead, diseased and crossed branches by pruning bushes and small trees. To shape, cut the longest, awkward stems. Always clip just above an outward facing bud.
• If you have an old shrub that’s getting too big or too woody, remove a third of the oldest stems from the base of the plant to allow sunlight into the middle.
Note: If the shrub flowers in the spring, (before mid-June), prune it after it blooms. If it flowers late in the season, (after mid-June), prune it early in the spring.

CLEAN GARDEN BEDS
• Matted leaves can smother emerging plants. Remove clumps of leaves by hand being careful not to damage new sprouts.
• Pull out annals left from last year and place in your compost pile (or at the back of the garden where they can compost on their own.)
• Pull the weeds and discard with the city leaf collection (so they don’t contaminate your garden!)
• For perennials, remove what’s left of last year’s top growth including seed heads. This is the time to move perennials, divide and make more, or give away extras to neighbours.
• Clean up balcony planters and containers
• Remove all plant debris from last fall and ideally replace the top 1/3 of the soil with new container soil for this year’s plants.
• Cut back ornamental grasses as soon as you see signs of new growth.
• If you had issues last year with plants not thriving, this is the time to empty the pots and clean them well. Make sure you’ve got proper drainage and container soil.

CLEAN OUT THE SHED & STORAGE BENCH
• On a warm spring day, open up your garden shed (or garden storage area) and do a thorough sorting and cleaning.
• Fix broken tools and make a note of anything that needs replacing. After all, it is also yard sale season!
• Clean trowels, garden gloves, and garden ornaments. Clean off rust with a rust removal. Spruce up metal tools and garden furniture with a fresh coat of rust proof paint.

CLEAN UP & FEED YOUR SOIL
• Remove plants that have powdery mildew and discard in the garbage (not the compost).
• Top dress soil with compost, shredded or composted leaves or well-rotted manure.

DREAM AND PLAN
• Now is when you want to plan your garden so when plants show up in every corner store and garden centre, you know exactly what you want to buy. Visit a garden centre before the rush in later May and talk with experts.

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Spring means change is in the air. Time to try something new!

Are you happy doing your favourite activities? You’re not alone. Human beings love routine. We consciously nurture habits, and we all have a tendency to repeat behaviors unconsciously. Repetition gives us certainty and comfort.

But humans also crave variety. Variety feeds our creative side and tends to energize us. Stepping out to try new things increases your confidence and appreciation for yourself. All of a sudden, you realize how much more you can do!

With spring, we see a big change in the weather and the world around us – trees are budding, flowers blooming, the days are longer and warmer. Why not add the same kind of change in your life? For the really ambitious, you might consider trying something new every day for a month; others might want to set a goal or one new thing a week. Whatever you choose, we’re sure you’ll feel good about what you’ve done and good about yourself.

HERE ARE SOME IDEAS:
• Learning a new skill (and don’t worry about not doing it well)! You may be afraid of failing, but don’t let that stop you. With practice and persistence, you can gain a new skill, or at least, increase your appreciation for that skill. It may lead to a big change in your life!
• Visit somewhere you’d never thought of going before.
• If you mostly spend your time doing sports’ activities, consider going to an art gallery or a theatre. If you usually go to shows and galleries, take in a baseball or basketball game.
• Be a tourist in your own city.
• Look up a walking tour of a Toronto district and pretend you are discovering Toronto for the first time. If you’re an urbanite to the core, take a hike through the Rouge Valley or Bluffer’s Park.

LITTLE CHANGES, BIG RESULTS
Doing something you’ve never tried before doesn’t have to be more than a single activity:
• Eat a vegetarian meal (or vegan for the more ambitious)
• Take a new exercise class like yoga or boxing
• Don’t complain for a day or talk negatively
• Try reflexology
• Get out your camera and take photographs
• Go sketching
• Buy coffee for the person behind you in line
• Do something kind for your neighbour
• Send someone you know a card just to say “thinking of you.”
• Buy a piece of furniture at a second hand store and renovate it
• Research your genealogy
• Avoid television for a day
• Cook something you’ve never have before, i.e. okra, or duck, or a cake that is gluten free!

Spring is the perfect time to try something new, take up an activity you never thought you’d do, do something a little out of your comfort zone, or spend time somewhere you’ve never been before. By doing something new once in awhile, you’ll never find yourself in a rut. In fact, start something new today and watch as your love of life excitement elevate to new levels!
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Referred for a reason.
Freshen Up Your Cosmetic Drawer!

Have you opened your make-up drawer lately or bathroom cupboard and found it overflowing with eyeliners from decades ago, sunscreen that’s several year’s old, eye shadows, lipsticks and lip balms you’ve never actually used?

Spring is the perfect time for a fresh beginning, starting with a freshly cleaned out space where women and men store everything from face cleaners and moisturizers to all those little samples you receive.

Unopened, properly formulated and stored cosmetics can remain fresh for a couple of years, but when products are stored in hot or humid conditions (like your bathroom) or when they’ve already been opened, bacteria can form and ingredients can degrade.

So where to start? Toss out the old stuff. If your products have expiration dates, respect them – if the date has passed, throw them out.

NOT USED OR TRIED? TOSS IT!
Apart from the mentioned guidelines, if the lipstick just isn’t your colour or the cologne sample not your scent, toss or give away. Why keep it cluttering up your life?

Wash your brushes and combs. Wash makeup and hair brushes under tap water with a gentle shampoo and rinse until the water runs clear. Dry well. You can also purchase cleanser at the drug store specifically for cleaning brushes. Also wash your eyelash curler. Use some hot water and gentle soap (without harsh chemicals).

Sunscreens usually include an expiration date indicating when they’re no longer effective. Discard tubes past their expiration date. If you buy sunscreen that doesn’t have an expiration date, write the date of purchase on the bottle.

Wash your makeup bag. Powders, pencil tips, and liquids can get onto the inside lining, where they then sit for months or years, usually in the dark—the perfect setup for bacteria. Wash inside and out with soap and wipe inside with bleach.

Better still; use the occasion as an excuse to purchase a bright new one for spring!

Good products do last longer if you take care of them. Here are some tips:

- Store products in a cabinet or drawer (away from light and heat)
- Wash your hands before using products.
- Always secure caps after each use.
- Toss out eye products after you’ve had an eye infection (and never share!)
- Follow the expiration dates on sunscreens, acne products, and prescription products.

QUICK GUIDE:

- **Mascara (regular or waterproof) and eyeliner:** 3 to 6 months (always toss out dry mascara—never add water to extend its life)
- **Cream, liquid or stick foundations/concealers:** 6 months to 1 year
- **Powder-based products (including blush, bronzer, etc.):** 2 to 3 years
- **Lipstick, gloss and lip pencils:** 2 to 3 years

**SKINCARE:**

- **Cleansers:** 1 year
- **Toners:** 6 months to 1 year
- **Exfoliants:** 1 year
- **Facial or body moisturizers and serums:** 6 months to 1 year
- **Lip balm:** 1 year
Movies that Celebrate Mom... or not!

May is just around the corner. With it comes flowers, green grass, warm days, cool nights and of course, Mothers’ Day. With all that moms bring to us each and every day, it’s the perfect time to highlight films that focus on this all important family matriarch. Alright, some may not be as loving and warm as spring itself, but let’s have some fun with these Mother movies!

**Rosemary’s Baby** (1968)
Dir. Roman Polanski; Mia Farrow, John Cassavetes, Ruth Gordon

**Mommie Dearest** (1981)
Dir. Frank Perry; Faye Dunaway, Diana Scarwid, Steve Forrest

**Terms Of Endearment** (1983)
Dir. James L. Brooks; Shirley MacLaine, Debra Winger, Jack Nicholson

**Hairspray** (1988)
Dir. John Waters; Sonny Bono, Ruth Brown, Divine

**Serial Mom** (1994)
Dir. John Waters; Kathleen Turner, Sam Waterston, Ricki Lake

**Matilda** (1996)
Dir. Danny DeVito; Danny DeVito, Rhea Perlman, Mara Wilson

**Stepmom** (1998)
Dir. Chris Columbus; Julia Roberts, Susan Sarandon, Ed Harris

**Freaky Friday** (2003)
Dir. Mark Waters; Jamie Lee Curtis, Lindsay Lohan, Mark Harmon

**Bad Moms** (2016)
Dirs: Jon Lucas, Scott Moore; Mila Kunis, Kathryn Hahn, Kristen Bell

**Postcards from the Edge** (1990)
Dir. Mike Nichols; Meryl Streep, Shirley MacLaine, Dennis Quaid
Congratulations!

Amy Sevigny – My daughter (seen below) enjoying the sunny, spring-like weather at the Beach Winter Stations!

*Here is a sampling from our readers’ submissions:*

Amy Sevigny  
Rinat Nissim  
Fran Battaglia

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**My Secret Beaches Spot**

Memory of Winter along the beach  
*Ian H.*

Do you recognize it? Tell us where the Secret Beaches Spot photo was taken, and you could win a pair of *My Beach Stickers*!  
Email your answer by May 10 to info@beachesliving.ca.

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**Send us** a photo of your Secret Beaches Spot with a brief description.  
If we use it you could win a pair of *My Beach Stickers*!  
Email your photo to: info@beachesliving.ca.

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**COMMUNITY ENVIRONMENT DAYS**

<table>
<thead>
<tr>
<th>WARD 32</th>
<th>May 18, 4-8pm</th>
<th>Ted Reeve Arena</th>
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<td>175 Main St.</td>
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<tr>
<th>WARD 36</th>
<th>June 8, 4-8pm</th>
<th>Scarborough Village RC</th>
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<td></td>
<td>3600 Kingston Rd.</td>
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<th>WARD 30</th>
<th>Sep. 16, 10am-2pm</th>
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**CLEAN TORONTO TOGETHER**

**CORPORATE & SCHOOL DAY:** April 21  
**COMMUNITY DAYS:** April 22 & 23

For more information visit: toronto.ca/livegreen

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For details and schedules visit: toronto.ca/environment_days

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26 Beaches | life  
Spring – April/May 2017
When Lynn Mulroy and her husband Sean first started their business in the fall of 2008, they had zero customers and 4 staff. By the end of the first year, their business had been recognized as Start-up of the Year at an International convention. The Maids (East Toronto, The Beaches and Durham Region) has 22 employees, and over 200 regular customers.

Many of their customers are in the Beaches, where Lynn and her husband used to live. “We still have a strong connection and ties to the community,” she said. The couple set the business when they were looking for a change. Lynn had worked as an HR executive in the corporate world for many years, but wanted to take the self-employment route. Sean, already skilled as an entrepreneur, had operated a successful brick restoration business for 16 years.

After carefully researching all the options, they selected The Maids because of the franchise’s leadership team and business model, which offered lots of support including their own business coach.

Lynn also was interested in a cleaning service because of her own first hand experience with independent cleaning services.

Defining differences for The Maids include a customer guarantee that the work is done to full satisfaction; and assurance that all the employees work directly for The Maids. They show up at the office each day – there’s no sub contracting. They work in teams and each team member is bonded and insured, and each team comes with its own team leader. “Our employees are the face of the company,” explains Lynn, “So we carefully scrutinize who we hire. We make sure they have skills, both in cleaning, as well in leadership and customer service.”

Another difference is the customization provided. There is no “one set clean” that you order. “Many people do require regular maintenance cleaning”, says Lynn, “but others just want a cleaning ahead of a party or during the summer when they want to be outdoors with their kids. The Maids are also hired to do “project work” such as getting a house cleaned ahead of a real estate staging, or post renovation.

“It’s whatever a customer needs,” says Lynn, “We are very customized to needs and to budget.”

She explains that if a customer just wants to provide a list and then hire The Maids for 1 hour, the team will work through what they can get done in the time provided, priority items first. “It might be to clean a refrigerator or freezer, clean a basement, do the closets, wash walls or inside of windows… whatever it is that you don’t want to do.”

And there’s no issue with pets, in fact, “We love pets,” says Lynn, “Our cleaning staff often refers to the homes by the pet names, “we’re going to Rover’s house today, or Spot’s house today!”

A franchise operation, The Maids Durham includes East Toronto, the Beaches as well as Pickering, Ajax, Whitby, Oshawa, Uxbridge, Port Perry, Bowmanville, and Courtice. All supplies are Eco-friendly and include tools such as HEPA-filter backpack vacuums that get to dust and allergens even in difficult-to-reach places.

The Maids
416-636-1522 • themaidsdurham.ca
Can a business have a personality? You bet it can. Think for a moment about one of the biggest business personalities Toronto has ever seen. You guessed it – Honest Ed’s!

For the past 68 years, there was no place quite like Honest Ed’s, a store that garishly and boldly made a statement every day as a retail wonderland for its customers. Everything about the store was big, bold and brazen: hand-painted signs throughout the store had messages such as “Don't just stand there, buy something! Or Our Building is a dump! Our Service is rotten!” And then there was the flashing store marquee on Bloor and Bathurst Streets that used over 23,000 light bulbs!

Generosity and big gestures was another part of the store’s personality, established by the various marketing stunts thought up by the founder and owner all those years, the late Ed Mirvish. There was the annual turkey giveaway before Christmas each year. Mirvish also threw birthday parties for himself from 1988 until his death, continued since then as anniversary parties for the store.

At street parties, there were free cakes, meals, hot dogs, candy, giveaways, and always lots of balloons. And just when you thought you’d seen it all, the next event would feature 40 clowns playing balloons, or a marathon sale and dance that lasted 72 consecutive hours!

We all can’t have business personalities as big as Ed’s. But what could create your business personality?

Ask yourself:

What do you want your customers to feel when they step inside your business? Or think of your business? What do you want them to tell your friends?

If your business was a person, what would it look like? What would it wear?

If it was a colour, would it be a subtle tone or a neon colour?

Then think like Ed, uncover your personality and let it shine!

WINNERS ANNOUNCED!

Beaches|life 2017 Oscar® Challenge Winner
Mary MacKenzie. – An amazing 7 of 8 correct predictions!

Beaches|life 2017 Winner of Share Your Personal Picks
John Huerta (random computer generated choice).

Mary and John have each won a pair of movie passes to the Alliance Cinema in the Beach. Thanks to everyone who participated – see you next year!
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Beaches Living would like to thank everyone who came to the 10th Annual Beaches Kids Program Open House and the local businesses who showcased their programs and services to help kids live their dreams! Special thanks to our volunteers Anne Reesor, Jennie Piekos and Laurelie Campeau who spent their whole day with us.

If you are opening a new business in the Beaches, moving, closing, or re-opening, let us know. Contact us at: info@beachesliving.ca or 416-690-4269.
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