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- Children & Adults

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- First day of soccer: Saturday, October 1
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Register now for our Indoor Soccer Programs!

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- Full indoor field
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Full access to our newly re-furbished gym

ANNOUNCEMENT

Cherry Beach Soccer Club will be moving indoors for the winter months.

We are offering 3 and 6 month programs for children and adults.

Register now for our Indoor Soccer Programs and join the fun!

FEATURING

- THE ARTS AND SCIENCE OF BOOK READING
- OLYMPIC FUN FACTS
- TRAVEL WITH STYLE
- LOCAL FARMERS MARKETS
- HOT DRINKS ON A HOT DAY?
- A PERFECT TIME FOR A SUMMER SPLASH – OUTDOOR SWIMMING POOLS ARE OPEN
- GOOD THINGS GROW- OH- OH IN ONTARIO
- PATIO TALK WINNERS
- WAVE IT. MAP IT... CONTINUES
- BACK TO SCHOOL WITH CONFIDENCE

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- Corn on the Cob
- Nature’s Candy

- Waves it. Map it... continues

- Movie Pic
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- Biz Profiles
- Dentistry in the Beach a Real Family Affair!

- Coming, going & on the move

- James Hinchcliffe is Driven to Win

For directory listing and to advertise in the Fall/Winter GUIDE, contact us by September 15 at 416-690-4269 or info@beachesliving.ca

Our Award is YOUR Award!
James Hinchcliffe is Driven to Win

Fresh off his big win in Toronto, where he placed third at the Honda Indy this July, Canadian-born race car driver James Hinchcliffe is doing exactly what he’s always wanted to do: race powerful cars at high speeds!

“I was eighteen months old when my dad took me to my first IndyCar race in Toronto,” he says (known at the time as the Molson Indy), “I’ve never missed that particular race since.” In fact, starting in 2006, James always been PART OF the race in Toronto!

This was a breakthrough year for James as he reached the podium at the Toronto Indy, for the first time, finishing in third-place. “We were really pleased with the result,” he says.

He calculates that his car, an Arrow Electronics Honda-powered IndyCar, reached a speed around 300 km/hr.

“Indy cars are basically ‘fighter jets’ on the ground,” he explains. “And it’s the competition that fuels the drivers.”

Born in Markham, the 29-year-old grew up in Oakville, Ontario and has always known that racing was his passion. “I can’t really tell you why,” he says, “I just know that I’ve always wanted to race – especially now that I can do it for a living. I know there’s a risk, and all drivers accept that. But the reward is worth it.”

James credits his father for getting him interested in the sport. Born in England, his father was a fan of racing, and made sure his son learned about it at a young age. At 9 years old, James got his first go-cart as a birthday present; he also started racing at Stouffville go-kart track that year.

There are various classes of car racing. IndyCars are known for their high speeds (due to powerful motors), having a single seat and open wheels. Although Indy races today only take place in North America, James has traveled five continents competing in various racing series before he settled on the Indy series: Firestone Indy Lights, Atlantic Championship, Star Mazda Series, and Formula BMW USA.

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

As an Indy driver, James’ record has been decidedly impressive. In 2011, he won the series’ IndyCar Rookie of the Year Award, finished eighth in points in 2012 and 2013, qualified second at Indianapolis in 2012 and 2014, won the Grand Prix 2015 New Orleans, and placed 3rd this year, Grand Prix Indianapolis.

There are aspects to car racing that may surprise someone not familiar with the sport.

“Car racing is very much a team sport,” says James, “because so much of it is a technical exercise that requires expertise beyond than just a driver.” For example, there are 5 engineers and 10 mechanics assigned just to work on each individual car.

Another aspect of the sport is the camaraderie despite the competitive nature of the sport. When not facing each other in competition, drivers and crews treat each other like family. “We all have tremendous respect for each other because we spend 20 weeks of the year traveling together, and because of the inherent risk in the sport, we hold each others lives in our hands.”

Racing is also a physically-demanding sport. In order to withstand the G-forces at play during rapid acceleration, drivers like James have to be in top shape in terms of core strength, upper body muscles and neck. Equally importantly, is the cardio aspect of each race. During an average race, a driver’s heart will reach somewhere between 160 and 180 beats/per minute for 2-3 hours. “It means we need the same cardio endurance as a marathon runner,” says James.

In addition to spending 6 days a week at a gym, preparing for race means “carb loading” in order to have calories to make it through a race. “Lots of pasta,” says James. One challenge, he notes, is the need for liquid. Space in the car is so tight that there is only room for 1 litre of water or a power aid drink.

Specialty trucks transport the racing cars from race to race as well as all their spare parts and equipment. A car like James’ is valued at around $500-600,000 each plus a leased engine. The drivers and their crew fly.

There are times when James is not racing! He enjoys a few days away at his cottage in Muskoka, or scuba diving in the Caribbean. Does he race boats? “No,” he says, “On the water I chose the slowest pace possible!”
Summer time – longer days, students are off from school and adults taking vacation – with less structured schedules, book reading is one popular activity many chose to do. It’s a great time to read, perhaps in a café, on a deck, or under a tree in a park.

But there’s more to reading than just the pleasure of curling up with a good book. Scientific research tells us why reading is good for us – beyond just the knowledge or entertainment it provides. Reading gives our brains a different kind of workout that listening to music, watching TV, even exercising. And because of this, it’s been shown to have the following benefits:

• Reading reduces stress. Study shows that within 6 minutes of being absorbed in a book, the heart rates of research participants slowed and their muscles relaxed.

• Helps you sleep. Unlike a television show or electronic devices that can actually keep you awake, the routine of reading a book in bed is a great way to prepare for a good night’s sleep.

• Makes your brain sharper. Readers experience slower memory decline. According to some research, adults who engaged in activities such as puzzles and reading may be less likely to have Alzheimer’s Disease.

Other reasons to read include: boosting our vocabulary, makes us feel more connected to others and opens our mind to a bigger world.

What to read?

Read what interests you but don’t be afraid to try something different. For example, biographies can inspire us to reach our own goals. But, in the end, it’s the reading that is important.
2016 Summer Olympic Fun Facts
Olympics: August 5-21
Paralympics: September 7-18

• Opening Ceremony to be held at the Maracana Stadium
• Events take place at 32 venues in Rio, and 5 football fields in co-host cities, Belo Horizonte, Brasilia, Manaus, Salvador and Sao Paulo.
• 206 nations participation

How many?
• 10,500 athletes from 206 countries competing in 42 different sports, 306 events

Firsts!
• This is the first time the Olympics will be held in South America.
• This year, the Olympic Games welcome the first refugee team to ever compete. 10 athletes (each a refugee) have been given the dream opportunity of going for gold in Rio. The six male and four female athletes will walk into the opening ceremony ahead of host country Brazil.

The Torch’s Journey
• It took 95 days for the Olympic torch to travel to Brazil, making its way through 83 cities, 26 state capitals and 500 towns. It arrived on May 3.

The Rings
The five Olympic Rings represent the five major regions of the world, Africa, the Americas, Asia, Europe and Oceania; and every national flag in the world includes one of the five colours of the rings (blue, yellow, black, green and red).

For TV Watchers
• Total (live) broadcasting hours: 5,600

Olympic History & Lore
• Year of the first Olympics (Ancient games): 776 BC
• Suspended in 393 AD
• Re-instated as our “Modern Olympics”: 1896, held in Athens
• In 1994, the games were changed from being held every 4 years, to Summer and Winter being held separately, alternating every two years.

The Sports
• Summer Olympic Sports: archery, badminton, basketball, beach volleyball, boxing, canoe/kayak, cycling, diving, equestrian, fencing, field hockey, golf gymnastics, handball, judo, modern pentathlon (shooting, fencing, swimming, show jumping and running), mountain biking, rowing, sailing, shooting, soccer, swimming, synchronized swimming; table tennis, taekwondo, tennis, track and field triathlon (swimming, biking, running), volleyball, water polo, weightlifting, and wrestling.

GO TEAM CANADA GO!

• Canada’s Olympic Team features 65 athletes
• 7 of our athletes are medal winners from Beijing

Some names to watch:
• High jumper Derek Drouin and Shawn Barber
• 100m runner, Andre De Grasse
• Javelin thrower Liz Gleadle
• Middle distance runner Melissa Bishop
• Sprinter Aaron Brown
• Golfer Brooke Henderson
• Kew Beach residents – swimmers Penny Oleksiak and Javier Acevedo

Team Canada:
• Canada’s Olympic Team features 65 athletes
• 7 of our athletes are medal winners from Beijing

Join the Canadian Olympic Club, an all-access community uniting and rewarding Team Canada fans – it’s free. olympic.ca

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TUESDAY  Wine Not? House red or white 6oz  $5
WEDNESDAY  Bar Rail Highball (1/2oz)  $5
THURSDAY  Domestic Pint (18oz)  $5
FRIDAY  Fishbowl (4 oz)  $9
SATURDAY  Bottle of Corona (500ml)  $5
SUNDAY  Classic Caesar (1oz)  $5

$5* PINTS OF CANADIAN FOR MONTH OF AUGUST
WITH EVERY PINT, YOU RECEIVE A BALLOT TO WIN A WEEKEND GETAWAY TO BLUE MOUNTAIN
PRIZE WILL BE DRAWN AT OUR END OF SUMMER PARTY
AUGUST 25 AT 7PM
ASK YOUR SERVER FOR DETAILS

EVERY DAY Corona Buckets of 4 for $20 & Bucket of Corolitas of 5 for $16

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You’ve planned your trip, bought your tickets, reserved your hotel. Now what to pack? With today’s luggage restrictions, packing has almost become a science. How much can you squeeze into one bag and how can you be sure you’ve brought the right thing? Plus, even when you’re on vacation, it’s a good idea to dress nicely as a tourist. An attractive, stylish outfit makes you feel good and makes a great impression on the people you meet!

Most travel/style experts recommend a “capsule wardrobe”. Select 10-12 items of clothing that are durable, easy to wash and quick-drying, lend themselves well to a variety of different settings, and can be easily mixed and matched.

Depending on how much space you have, check out these stylish "packing" tips

**When you have only one carry-on**
- 1-2 dark (black, navy, dark brown) pair of pants that would be acceptable for informal occasions as well as a night out on the town (not jeans unless they are dark wash).
- Yoga/sweat pants
- Long sleeved single colour top (quality T-shirt or v-neck) you can wear on its own or under something else
- Short sleeved or sleeveless T-shirt
- A fitted jacket (long, or short). Leather is a great option because it works as casual as well as formal
- Great (colourful) scarf (or tie) to dress up the T-shirt if needed
- An extra pair of shoes (always). Select something comfortable but better than sneakers, e.g. ballet flats/ankle boots for women; loafers/ankle boots for men
- A great, simple piece of jewelry (watch, pair of earrings, silver chain necklace)

When you have extra space
- Add an extra pair of pants
- Simple black dress and dark tights for women
- Wide cashmere wrap for women, handy for going out or if it gets cold
- V-neck sweater to wear with or without a T-shirt underneath
- Vest

And just before you go, remember
- Check the weather a couple days ahead so you can make some last minute adjustments
- If you plan to shop when you’re away, remember to leave space in your bag
- Consider getting a manicure before you go. You’ll feel more put together
- Don’t stress too much about packing. Depending on where you are going, you usually can buy that extra T-shirt that you find you need. Some of the best wardrobe items were purchased as “emergencies”!

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Travel with Style
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Travel

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Have a Happy & Healthy Summer

While Preventing Tick Bites

It’s the best time of year to enjoy the great outdoors, either at the cottage, camping, canoeing or just going for a nice walk in the woods. While you’re enjoying yourself, it’s important to understand the potential risks of Lyme disease and how to protect yourself.

Lyme Disease is a growing concern for those who love the outdoors. But understanding what causes the disease and how to reduce the chances of infection help stay safe and healthy.

It is spread by an infected insect call a blacklegged tick. When the tick bites a human, the human becomes infected. The ticks are very small, approximately the size of a sesame seed and vary in colour from grey to dark brown. Tick bites are painless and only infected ticks spread the disease. If you find a tick under your skin and it is removed within 24-36 hours, you probably will not be infected.

If Lyme disease is not diagnosed and treated early, it may become late-stage or chronic. Lyme disease may spread to any part of the body and affect any body system.

Early symptoms include; flu-like illness (fever, chills, sweats, muscle aches, fatigue, nausea and joint pain), possible bull’s-eye shaped rash or even Bell’s palsy. Possible symptoms may include; sweating, muscle aches, fatigue, nausea and joint pain, fever, chills, sweats, muscle aches, fatigue, nausea and joint pain.

The Best Way to Protect Yourself

1. Wear closed-toe shoes, long-sleeved shirts and pants
2. Pull socks over pant legs
3. Wear light-coloured clothes to spot ticks easier
4. Use insect repellent containing DEET or Icaridin
5. Shower or bathe within 2 hours of being outdoors to wash away loose ticks

Around the House or Cottage – Reduce the Risk:

• Keep grass mowed
• Remove leaf litter, brush and weeds
• Keep firewood piles and bird feeders away from the house
• Keep your pets, particularly dogs, out of the woods and consider tick repellents
• Move children’s swing sets and sandboxes away from the woodland’s edge and place them on a woodchip or mulch foundation

Now that you have a knowledge about ticks and Lyme disease, you can protect yourself and be certain to have a fun and healthy summer.

UPCOMING EVENTS:

FOCUS ON FERTILITY: OPTIMIZING YOUR REPRODUCTIVE HEALTH
THURSDAY, AUGUST 18 (6:30-8:00PM)
Learn about nutrition, self-care tips and holistic approaches.

LIVE LONGER LIVE HEALTHIER:
STRATEGIES FOR STAYING YOUNG & HEALTHY AT ANY AGE
THURSDAY, SEPTEMBER 29 (6:30-8:00PM)
Help increase your life expectancy and reduce your risk of chronic disease.

MEDIINAL HERBS TO STRENGTHEN IMMUNITY
THURSDAY, OCTOBER 27 (6:30-8:00PM)
A Herbalist’s Approach For Preventing Cold and Flu.

BRING THIS AD IN TO THE STORE AND RECEIVE A FREE TICKET TO THE EDUCATIONAL SEMINAR OF YOUR CHOICE

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Have a Happy & Healthy Summer While Preventing Tick Bites

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416-699-3747
www.hoopershealth.com
In Ontario, nothing says summer like corn on the cob. Many of us have even watched it grow throughout the season, first the bright green fields in spring, then the first leaves, and finally, tall waving stalks of corn! Originally, only grown as grain or used for cattle feed, over a hundred years ago, a variety of sweet corn became a popular people food.

Sweet, Juicy & All Natural
All the corn we eat today is classified as sweet corn. It can be yellow, white or a combination of yellow and white. Sweet corn really is sweet with the normal variety containing about 9-16% sugar and the super sweet up to 44% sugar.

Corn is good for you!
Corn is a natural source of folate, Vitamin C, niacin and thiamin. It has a high fibre content and a cob only contains about 100 calories (without the butter and salt, of course).

Although, the best way to eat corn is right away, freshly picked, cooking the cobs immediately isn't the rush it used to be. Normal and sweet corn becomes tough the longer it sits, the many supersweet varieties stay sweet between harvest and consumption. So relax, bring the cobs home and cook them on your own stove.

Best way to prepare
• Snap off the stem, pull back the husks and the silk.
• Bring a pot of water to a boil and drop in the cobs, cook 3-5 minutes for young corn, 4-6 for larger.
• Remove with tongs and serve with butter, salt and pepper.

BBQ
Soak cobs, without peeling husks, in cold water for 30 minutes. Place on grill over medium-high heat; close lid and grill, turning frequently, for about 20 minutes or until husks are charred and corn is tender.

How to buy
Farmers Markets or roadside stands are a great way to buy fresh corn on the cob. In fact, it is the best way to ensure freshness. Most roadside stands have picked the corn that morning. You can even find corn trucks on city corners selling the freshly picked crop.

Between purchasing and cooking, keep the corn moist and cool, refrigerate and use within two or three days.
It may sound counterintuitive to think of steaming hot tea or cup of hot soup when the temperatures soar above 30 degrees Celsius. But in some of the hottest climates in the world, food is both hot (temperature) and hot (highly spicy). In Thailand, diets feature curries; in India, there’s daily hot tea; in Fiji, spicy coconut stews eaten on sweltering hot days.

According to traditional Chinese medicine books, for example, the core idea of ancient medical practices is to maintain the harmony of human beings and nature. The more you follow a natural clock, the healthier you get. So given that our normal internal body temperature is 37 degrees Celsius, hot liquid keeps a smooth blood flow in tune with normal body functions.

The idea has spread to North America. In New England, for example, eating hot corn chowder on hot muggy summer days has also become a tradition. No one ever suggests that the soup be cooled down!

Testing the idea

Does it work? It depends. There’s been various research studies to find out why choosing hot over cold actually does help cool us down. But the key to why it works has to do with an increase in perspiration. If you drink a hot beverage, you sweat more, and as long as the sweat is allowed to evaporate, you experience a definite cooling effect on your body.

A researcher from the University of Ottawa tested this idea on a group of cyclists. Each cyclist was equipped with skin temperature sensors so the scientists could measure how much heat was released when they consumed a hot beverage. Although the researchers are still unsure why, hot drinks do lead the body to sweat more, under certain circumstances, and when this happens, body temperatures drop.

Ready to give it a try?

Prepare yourself a pot of hot tea, soup, or a spicy meal and give it a try. But for best results, remember the following:

• It only works on a hot, dry day. If it’s humid outside, you don’t sweat enough for the effect to make a difference.

• You need to be wearing light (or little) clothing. Otherwise, the fabric absorbs the effect and again, no cooling is felt!

• And finally, you have to enjoy a hot drink over cold!
The City of Toronto operates 57 outdoor pools for residents and visitors to have fun in the sun and make a splash while enjoying the warm summer weather.

**LOCAL OUTDOOR LEISURE POOLS**
Open daily to September 4th or 5th.

- **D.D. Summerville Outdoor Pool**
  1867 Lake Shore Blvd. E, 416-392-7688
  Leisure Swim, 10 am-4 pm/5-7 pm

- **Blantyre Park Outdoor Pool**
  180 Fallingbrook Rd, 416-396-4126
  Leisure Swim, 12:30-8 pm

- **Greenwood Park Outdoor Pool**
  150 Greenwood Ave, 416-392-7804
  Leisure Swim, 12-7 pm

- **Kiwanis Outdoor Pool**
  375 Cedarvale Ave, 416-396-2847
  Leisure Swim, 12-8 pm

- **Monarch Park Outdoor Pool**
  115 Felstead Ave, 416-392-7831
  Leisure Swim, 12-7 pm

For a full listing of leisure swim and swim lessons, visit [toronto.ca/swim](http://toronto.ca/swim).

**BLUE FLAG BEACHES**
Blue Flag is an internationally recognized eco-label awarded to beaches that achieve high standards in 33 criteria including water quality, environmental education, environmental management, safety and services.

**Toronto Blue Flag Designated Swimming Beaches:**
- Woodbine Beach
- Kew-Balmy Beach
- Cherry/Clarke Beach
- Bluffer’s Park Beach
- Centre Island Beach
- Ward’s Island
- Hanlan’s Point Beach
- Gibraltar Point Beach
Great Outdoor Adventure Movies

Summer is the time for going on great adventures. Some, it might be a trip to the beach or the amusement park with your family. Others, have a much bigger idea of what adventure means. These movies are a combination of self discovery, being one with nature, conquering the elements and some simple fun. Hope you enjoy these films, some are even true stories, and if you decide to create your own adventure, remember some of the lessons learned in these movies.

True Grit (1969) Dir. Henry Hathaway; John Wayne, Kim Darby, Glen Campbell
A River Runs Through It (1992) Dir. Robert Redford; Craig Sheffer, Brad Pitt, Tom Skerritt
The Great Outdoors (1988) Dir. Howard Deutch; Dan Aykroyd, John Candy, Stephanie Faracy
Into the Wild (2007); Dir. Sean Penn; Emile Hirsch, Vince Vaughn, Catherine Keener
180° South (2010); Dir. Chris Malloy; Yvon Chouinard, Doug Tompkins, Keith Malloy
127 Hours (2010); Dir. Danny Boyle; James Franco, Amber Tamblyn, Kate Mara (not for the faint of heart)
The Way (2010); Dir. Emilio Estevez; Martin Sheen, Emilio Estevez, Deborah Kara Unger
The Grey (2011) Dir. Joe Carnahan; Liam Neeson, Dermot Mulroney, Frank Grillo
Wild (2014); Dir. Jean-Marc Vallée; Reese Witherspoon, Laura Dern, Gaby Hoffmann

Custom Beaches Greeting Cards & Photographs

A wide selection of affordable Beaches greeting cards, large size photographs and gift items by local artists.

Order yours at beachesliving.ca/beachshop
Let Your Smartphone Be Your Wallet

Wallet collects all your passes, tickets, and cards, all in one place!

Wallet, including Apple Pay, is Apple’s answer to digitizing all the cards that are overflowing your billfold, purse, or pockets.

Wallet stores virtual versions of all your passes, tickets, coupons, credit cards, debit cards, and loyalty cards so you can easily access them at any time. Wallet is also location aware so it can pull up and update the balance on your coffee shop card or gate number on your boarding pass – you always know how much you have or where you need to be.

If you have an iPhone, iPad or Apple Watch, you have Apple Wallet built in.

How to use Wallet? It’s as easy as 1-2-3:

Step 1 – Add your card

- **iPhone:** Open the Wallet app, tap the + sign on the right corner and follow the onscreen instructions.
- **Apple Watch:** Open the Apple Watch app on your iPhone and select “Wallet & Apple Pay.” Tap “Add Credit or Debit Card” and follow the onscreen instructions.
- **iPad:** Open Settings, select “Wallet & Apple Pay,” and then select “Add Credit or Debit Card” and follow the onscreen instructions.

Step 2 – Make a purchase

In store, hold your iPhone near the payment terminal with your finger on Touch ID. When your iPhone vibrates and beeps, your payment is complete. On the Apple Watch, double-click the side button and hold the display of your Apple Watch up to the payment terminal. Or pay within apps on iPhone or iPad faster by selecting Apple Pay as your payment method and place your finger on Touch ID.

Step 3 – Manage your cards

You can manage your credit and debit cards used with Apple Pay on your device, including setting up your favourite card as a default. Go to Settings, “Wallet & Apple Pay” and tap “Default Card.” Select your most used card.

You can add up to eight credit or debit cards per device. Learn more at apple.com/ca/apple-pay

Not with Apple? Google to the Rescue!

If you are on Android, or you want an alternative to Apple’s Wallet, Google Wallet may be your answer.

Both offer you the digital paying experience soon to be the norm rather than the alternative.
It’s that time again. After a long summer break, kids are heading back to school. Most are enthusiastic about starting a new year but there’s always some apprehension about a new year with new classmates and perhaps a new school. Why not send them back with a sense of confidence and enthusiasm!

Prepare
- Everyone feels more confident when they feel prepared for a change. Even if your child doesn’t appear to care about being prepared, having the right supplies and being ready helps everyone.
- Schools often provide supply lists of what is required.
- It takes about 7 days to get used to a new routine so a week ahead of time, start shifting into the new time schedule.
- If purchasing clothing such as new shoes, encourage your child to wear them around the house first so you know they fit and they get worn in a bit. Some kids don’t like to show up in brand new clothes the first day.

Talk
- Be enthusiastic about the beginning of a new school year – show that you are excited.
- Emphasize how good it is to have a fresh start
- Talk about fun fall activities to look forward to
- Spend time reminiscing about how you spent the last couple of months.
- Assure them that it’s normal to feel apprehension ahead of a change, but encourage them to see it as a new adventure.
- Take every chance you can to say how proud you are of them and how confident you are that they’ll be able to have a successful year.

Listen
- There’s so much “back to school” talk on TV, in advertising, and from friends and relatives. Take time to make sure you listen when your child wants to talk about the year ahead.
- If your child expresses apprehension about a teacher or a classmate, resist the urge to say, “everything will be fine.” Instead, assure your child that you are there to talk about it more if they need to.
- Let your child talk about frustrations they’ve had in the past. Then emphasize that this is a new year, new beginning, and new chance.

Write a Story
Parenting Magazine has a great idea. “Write a story starring your child. Include anything he may be nervous about, like making friends or taking the bus alone, and show how it all works out well. Read it over and over until the first day of school and he just may be as confident as that kid in the book!”

Love
This seems obvious, but unconditional love is the most important thing you can give your child in order that he or she feels accepted and confident. Make sure your child knows that you are excited for the school year and together, will help them do their best. But assure them that no matter what lies ahead, loving them is never in question!
Two Words that Make a Big Difference to Business

Thank you. Those two words are two of the most important for any business owner. You do your best to provide the best services or the highest quality products. Maybe you cook great food in your restaurant, or provide reliable plumbing when there’s an emergency. But when was the last time you actually thanked your customers?

Research shows that saying “thank you” in a yearly greeting card can increase your company's business by 17 percent! A study by a fundraiser, found out that when the director of a university personally thanked their donors, fundraising increased another 50 percent.

There is absolutely no downside to saying thank you. There are various inexpensive ways to get your appreciation across to customers:

- After a job or service is complete, send a thank you card. This can follow up with a “thank you” note a week later (a great idea for restaurant owners).
- If you provide professional services (financial, legal, accounting, etc.) consider taking your clients to lunch or at least coffee.
- Negotiate with another business owner when choosing a customer appreciation gift. For example, if you know a local bakery, perhaps you could provide their cookies one day for clients, and at the same time, help another entrepreneur get the word out about their products.
- Many businesses have installed automatic coffee machines for customers. If you do this (great idea), remember to put a sign beside the machine saying “Thank you”.
- Hold customer appreciation days where you hand out inexpensive items, such as a flower for moms, complimentary beverages, sweets. One men’s clothing store employs a manicurist who provides hand massages and manicures to females who find themselves waiting in the store! The sign above her table says, “thank you for coming in with your man!”
- If you provide professional services (financial, legal, accounting, etc.) consider taking your clients to lunch or at least coffee.
- Make it genuine. Use the person’s name, pronounce it correctly, and say thank you in a heartfelt way!
- Be creative! There are so many ways to say thank you in a fun, or memorable way.

Tips

- Handwritten cards are always appreciated. But so are sincere emails and telephone calls.
- Try not to mix promotions with thank you’s. Ideally, a thank you should be on its own, without a discount coupon unless the coupon is for something 100 percent free.
- Make it genuine. Use the person's name, pronounce it correctly, and say thank you in a heartfelt way!
- Make it timely. Thank you’s should be done within a few days of an event or visit. Don't wait longer than a week.
- Be creative! There are so many ways to say thank you in a fun, or memorable way.

When to say thank you?

In addition to thanking customers for their business, thank you’s are necessary when:

- Someone gives you a referral
- You get a glowing tweet, testimonial or Facebook post
- Someone sends you repeat business
- Keep a list of new visitors to your business so you can follow up with a “thank you” note a week later (a great idea for restaurant owners).
- After a job or service is complete, send a thank you card. This can follow up with a “thank you” note a week later (a great idea for restaurant owners).
- Someone gives you a referral
- You get a glowing tweet, testimonial or Facebook post
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A REAL FAMILY AFFAIR

Dentistry in the Beach

It’s a real family affair at Dentistry in the Beach. For over 20 years the practice treats patients as young as 3 years old to those well into their nineties. Many are connected as family, as grown children return to the Beaches to raise their own families. In fact, some days the waiting room at the office becomes a place for family reunions!

Dr. Kathryn Shields, the owner and founder of the practice along with her sister Jennifer, office manager, enjoy working together.

Both girls never dreamed they would be in business together! They grew up in Mandeville, Jamaica. After graduating with a science degree from the University of West Indies, Kathryn was accepted at dental school at both Howard University, Washington DC and McGill in Montreal. “Not sure why she chose Montreal” says Jennifer. In 1996 Kathryn came to Toronto and set up her practice in the Beaches. Jennifer followed, and has worked as her office administrator ever since.

A few years ago, the practice added Dr. Rena Rabheru, recently graduated from dental school at Western University in London, Ontario. There also are 4 hygienists, 3 assistants and 3 administrative staff who work in the office. “We all love it here,” says Jennifer.

The practice offers all aspects of general dentistry. These days, however, there is a much greater call for cosmetic-related dentistry, especially for adults. Services such as dental implants (instead of dentures) are very popular, especially with older adults. Dr. Shields particularly enjoys helping her patients make a big change in their lives through restorative dentistry where a tooth (or teeth) are straightened, fixed or replaced, she explains, “restorative dentistry is able to give someone a more beautiful smile, which is so important for one's confidence.”

Above all, Dr. Shields is most committed to helping patients feel relaxed at the dentist office. She says “too many adults carry a real fear of the dentist which is very difficult to over come.” But by being calm, using a sense of humour, and explaining each step being taken, she finds her staff has a particular gift for removing many of those fears.

Our office seems to be able to help people with their fears and get them to relax,” she says, “and that is so important to us.”
YOUR LOCAL BUSINESSES ARE AT YOUR FINGER TIPS

Find local businesses made easy! No searching or guessing at: beachesliving.ca/directory

For local business owners: If we have missed you, get your free listing at: beachesliving.ca/listingsubmit

Welcome new neighbours:
- Amma Roti House – 2014 Queen St. E.
- Cakes by Robert – 2116 Queen St. E.
- Carters Landing Bar and Grill – 1681 Lake Shore Blvd. E.
- The Cube Space – 2195 Gerrard St. E.
- Hastings Snack Bar – 5 Hastings Ave.
- Kyouka Ramen – 2222 Queen St. E.
- Oben Flats – 1075 Queen St. E.
- Radical Road Brewing Co. – 2060 Queen St. E.
- Still Images (AKA Great Spirit Gallery) – 2142A Queen St. E.
- Tim Hortons – 1681 Lake Shore Blvd. E.

Thank you and best wishes:
- Claret – 2142 Queen St. E.
- Emerald Bar & Grill – 1628 Queen St. E.
- KFC – 1630 Queen St. E.
- Modern Tibet – 2116 Queen St. E.
- Paralia – 1681 Lake Shore Blvd. E.
- Telus – 2187 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.

coming, going and on the move

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