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Saturday, November 30 1 PM – 6 PM
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Sunday, December 8 1 PM – 6 PM
Saturday, December 14 1 PM – 6 PM
Sunday, December 15 1 PM – 8 PM
Wednesday, December 18 1 PM – 8 PM
Thursday, December 19 1 PM – 8 PM
Friday, December 20 1 PM – 8 PM
Saturday, December 21 NOON – 8 PM
Sunday, December 22 1 PM – 6 PM
Monday, December 23 NOON – 8 PM
Tuesday, December 24 10 AM – 4 PM

PET PHOTOS
Sunday, December 8 & 15
4:30PM – 6PM

HOLIDAY GIFT WRAPPING
December 6 – December 24
ON THE UPPER LEVEL BY TOYS R US

GIFT WRAPPING HOURS
Monday – Friday 12PM – 9PM
Saturday 10AM – 9PM
Sunday 11AM – 6PM
Christmas Eve 9AM – 6PM

Wishing Everyone a Joyous Holiday Season and Prosperous 2014
From all of us at Beaches Living
Although they did canoe together at her cottage, he joined the Missinaibi River with the World Wildlife Fund.

Correction: In the October/November issue of Beaches Life, the cover story mentioned that Lions Boyd went on a canoe trip with Pierre Trudeau on the Missinabie River with the World Wildlife Fund. Although they did canoe together at her cottage, he did not accompany her on this trip.

SYMPHONY! OF STORIES – SULTANS OF STRING

Those attending a sold-out concert at Koerner Hall in Toronto on December 1st, were fortunate to have experienced the award winning Sultans of String celebrating the premier of their forth CD, "Symphony!"

To perform the album live, the five band members were joined by the Cathedral Bluffs Symphony Orchestra. Those attending a sold-out concert at Koerner Hall were fortunate to have experienced the award winning Sultans of String in Toronto on December 1st, were fortunate to have experienced the award winning Sultans of String celebrating the premier of their forth CD, “Symphony!” To perform the album live, the five band members were joined by the Cathedral Bluffs Symphony Orchestra. This was a project three years in the making.

Their original instrumentalists offer a layered tapestry of rhythms and melodies combining Spanish Flamenco, Gypsy Jazz, Middle-Eastern Folk, Celtic Folk, and Cuban percussion. Many of the songs tell stories of people and places in Canada and around the world.

The music is full of dramatic energy, technically astounding, and quite playful.

Before leaving on a whirlwind five-state US tour, we took the opportunity to speak with group leader, JUNO Award Nominee, and Beaches resident, Chris McKhool.

MUSICAL GROWTH

“I could probably sing a scale before I could talk,” admits McKhool, who was raised in Ottawa, where his mother taught piano in their home. His older brother and sister both took piano lessons; it was emphasized at home, as a teenager Chris began getting interested in jazz.”

Chris moved to Montreal at eighteen; at 28 he came to Toronto. “I moved direct to the beaches; I’ve been here ever since. It’s such a beautiful part of the city, I love the neighbourhood. It’s got that small town feel, with world class stores and great access to the beach, the water, and trails. It’s got a more laid-back feel than downtown.”

DISCOVERING A CULTURAL HERITAGE

“Most people think because my name is McKhool and I play violin or fiddle I must be Irish or Scottish, but actually it would be pronounced ‘Mahool’ in Kfarmishki, Lebanon, where my grandparents are from.”

As an adult, Chris began to take greater interest in his heritage and decided that music could offer some insight. “I realized you could learn three of four chords on the guitar and play pretty much everything on the radio, so I started writing my own songs. I played in various folk rock bands, playing my own music on guitar, and then started getting interested in jazz.”

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.

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...continued from page 5

In what he describes as “the trip of a lifetime,” he and his eighty-year-old father flew to Beirut where they located his father’s closest living cousin. They also found the actual stone house where his grandfather grew up. Their reunion was celebrated by great Arabic feast.

The memories of that trip were the inspirational spark that he used to compose ‘Road to Kfarmishki’.

ENCOURAGING AN ECLECTIC PERSONALITY

Chris McKhool met his songwriting partner, rumba-flamenco guitarist Kevin Laliberté, in 1992 while playing jazz in a small venue. “We ended up getting a bunch of gigs where we had three hours to fill and only knew a handful of songs, so we’d make a lot of music up on the spot.” Though they initially called themselves ‘Laliberté and McKhool’ — “Which sounded more like a law firm than a band” — in 2007 they changed their name to ‘Sultans of String’, began getting better gigs, then released Luna, their first CD.

Adding professional jazz bassist Drew Birston, the group became a trio.

With the release of their second CD, Yalla Yalla in 2009, flamenco guitar player Eddie Paton joined the group, along with Cuban percussionist Chendy Leon. “By the third album, MOVE, we were arranging a lot of the music together as a band,” discovering a unique artistic voice.

“The strength of the music comes from everyone throwing in their opinions and ideas.” When writing a song the band will try different arrangements and styles just to see which suits the song best. “The influences from around the world are brought together provide in their music a real eclecticism and personality.

DOWN THE ROAD

Though he loves traveling, “It’s a great way to learn about the world and other people.” Chris admits it’s not easy to be on tour. “We’ve got concerts into 2015, but we don’t do six months on the road in the van because we love our wives and children too much. We’ll hit a market for a few days and then come back.”

Internationally successful, the Sultans remain a Canadian band. In fact, they consider themselves a Toronto band. “The city is so diverse, with numerous influences and world class musicians coming together from all over the globe.

When asked about future plans, Chris said he would like to produce an album with guest-star vocalists. He’d also like to collaborate with a sitar player that he’s recently met, playing music influenced by India and Pakistan.

“This Symphony! project has been so huge, so complex,” said Chris, “that I’m intrigued by the idea of stripping it right down and doing a duo album with Kevin. All of these ideas become projects and tours that take on a life of their own.”

The band has been juried onto the first ballot of the 56th Annual Grammy Awards. Officially nominations will be announced December 6.

For more information visit sultansofstring.com.

by Kevin Davis
Spruce up your Home for the Holidays and Beyond

The holiday season provides a perfect excuse to spruce up your space, and whether you’re doing a major renovation or just making small changes, it can be something you enjoy all year long. With friends and family visiting all season you want your home to look its best.

Take a look at your renovation wish list, and consider how much time and money you want to spend fixing things up. If you don’t have a list, here are a few suggestions to keep things fresh.

Your guests spend most of their time in the public spaces of your home: your front hall, living room and dining room. This is where a few adjustments can make the biggest difference, whether it’s something as dramatic as a new dining room set or adding an ottoman to the living room suite, or something simple, like as new pillows or a throw for the loveseat. Even small changes can become conversation pieces.

If you’ve been gazing up at the same lighting fixtures for the past twenty years, it may be time to try something new. There are a variety of styles available to suit any room, and many come with energy savings that weren’t available even ten years ago. Changing your chandelier or ceiling fan may not only brighten up a room, it may save you a few bucks in the long run. And what about that old light by your front door? Maybe it’s time to modernize it with a new coach light. You (and your neighbours) will appreciate the new fixture.

With people coming in and out of the house all winter, a new rug in your front hall might be just the thing for stamping out those snowy boots. Having your carpets professionally cleaned can make them look like new. If you have hardwood floors, a new rug in the living room can provide a soft and comfortable place for children to play.

A new fireplace will bring joy and warmth to your home. Today, there are so many stylish, affordable options, from woodburning to gas to electric.

Before you deck the halls, why not give them a new coat of paint? A splash of colour can liven up a room. Even something as simple as changing up photos and artwork can provide a fresh look. For bigger jobs, such as updating counter tops or replacing old bathroom sinks, see if you can enlist a skilled helper.

While we all have clutter, it doesn’t have to be visible. Get smart with storage solutions. Use baskets, decorative boxes or shelving to disguise things you don’t use all the time, and get rid of the things you don’t need.

by Nico Mara-McKay
There’s no better way to start getting into the holiday season and brighten up your home during the long nights of winter than with Christmas lights. They are colourful, fun and can brighten up any gloomy night. They can also be dangerous and costly, so here are a few simple tips to help you make your “safe and save” your lighting display!

**Keep it Safe**
- Always use CSA-approved lights, cords, plugs and sockets and only use outdoor lights and cords when decorating outdoors.
- Check cords for breaks and deterioration and replace any frayed cords or loose connections.
- Never put lights up plugged in. Test lights first and then unplug before hanging.
- Do not overload circuits. Signs that your circuit is overloaded include other lights dim when holiday lighting is turned on or the plug is very hot after unplugging it.
- Keep wiring clear of metal parts such as railings and drainpipes, to prevent any risk of shock from an electrical current.
- Do not leave any light sockets empty. This can create a fire hazard or could be fatal if someone touches the inside of the empty socket.

**How to Save**
- LED holiday lights use 80% less energy than incandescent bulbs and last up to ten times longer.
- Schedule your lighting display during off-peak times. Use a timer to automatically turn your lights on and off.

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**Final Tip:** Prepare some lights that are not holiday specific. It’s a great way to brighten up the long winter nights and welcome you home to a cheerful place after work. Remember... soon the days will begin getting longer and spring will arrive.
RAISING YOUR GLASS
TO TOAST 2014
AND A WHOLE NEW YOU

A simple language or a shift in your mind set could be the start of a life change.

It’s hard to believe that the New Year is almost upon us. We know we can’t stop that clock from ticking, so when the countdown begins, let’s raise a glass and toast to a healthier, happier, and more prosperous 2014!

At this time of year, we tend to give ourselves permission to dream again. The possibilities are endless: new jobs, new love interests, or new travel plans. We also tend to think about all the things we wish we had and the person we want to be.

I wish I had a job I was passionate about… I’d like to travel around the world… If only I could lose 30 pounds… I wish I could meet my soul mate… If only I could afford that house…

Sound familiar? Why keep dreaming if you have the ability to make your wishes come true?

How? All you need to do is change the language you use to express your deepest desires. The three magic words are How can I …?

Why? Consider this: While “I wish” can make it sound like you are waiting for a magic genie to appear, “I will” commits you to making a change in your life that you may not be ready to make. That’s right, “I wish” leaves your dreams up to fate, and “I will” leaves no room for slip-ups.

So when you have some time off this holiday season, try to express your dreams a little differently! Make a conscious effort to use language that puts you in control, but also lets you forgive your little failures along the way. So how do you do that? Start by asking yourself the right questions…

…you get the idea!

The first step? NO MORE WISHES! Once you begin to better understand your needs, and what you need to do to get there, you can begin to take action. With each change comes a little bit of self-discovery – good or bad, these moments will guide you to the place you want to be.

So there you have it. Make learning how to communicate with yourself at the top of your list of resolutions this year. And then, start asking the right questions to make some real, lasting changes in your life…

by Kathleen O’Hagan
Sausage, Apple and Cranberry Stuffing

Ingredients:
- 5 cups cubed multi-grain bread
- 1 pound ground turkey sausage
- 1 cup chopped onion
- ½ cup chopped celery
- 2½ teaspoons dried sage
- 1½ teaspoons dried rosemary
- ½ teaspoon dried thyme
- 1 Golden Delicious apple, cored and chopped
- ¾ cup dried cranberries
- ¼ cup minced fresh parsley
- ¾ cup chopped celery
- 1½ teaspoons dried rosemary
- 2½ teaspoons dried sage
- ¾ cup chopped apples
- 4 tablespoons olive oil
- ¾ cup turkey stock
- 5 cups cubed multi-grain bread

Method:
1. Preheat oven to 350 degrees F (175 degrees C).
2. In a large skillet, cook the sausage and onions to toasted bread cubes to a large bowl.
3. Toast the bread in a single layer on a large baking sheet. Bake for 5 to 7 minutes in the preheated oven, or until evenly toasted. Transfer toasted bread cubes to a large bowl.
4. Sprinkle with dried thyme, rosemary, and sage. Cook, stirring, for 2 minutes to blend flavours.
5. Spoon into turkey to loosely fill. Drizzle with turkey stock, olive oil, and mix in chopped apples, dried cranberries, and parsley. Pour sausage mixture over bread in bowl. Mix in to blend flavours.
6. Pour sausage mixture over bread in bowl. Mix in to blend flavours.
7. Pour sausage mixture over bread in bowl. Mix in to blend flavours.
8. Pour sausage mixture over bread in bowl. Mix in to blend flavours.
9. Pour sausage mixture over bread in bowl. Mix in to blend flavours.
10. Pour sausage mixture over bread in bowl. Mix in to blend flavours.

When asked what is your favourite part of holiday dinners, most people say the stuffing! The flavour, the texture, the crunch are all things we crave. Unfortunately, stuffing is fattening because of the butter, bread and meat. Here are some ways of keeping your family’s secret stuffing recipe while updating with healthier ingredients.

1. If your stuffing calls for sausage meat, use turkey sausage instead. This is 85%-90% leaner than pork with 100% of the flavour.
2. Instead of adding butter to your mix, keep the fat after frying the turkey sausage and add some olive oil – it will reduce fat and add a delicious juice to the breading.
3. Don’t use white bread. Toast and crumble-up healthier multi-grain bread. This won’t lower in calories, but increase nutritional value.
4. For rice stuffing, replace white rice with a mixture of organic brown rice or brown basmati and quinoa. Adding quinoa to stuffing will turn it into a power food. Quinoa is one of the healthiest foods.
5. Nuts are a great addition to any stuffing. Sliced almonds are an ideal way to make your stuffing healthier. Although they do have a lot of calories, nuts are high in protein and unsaturated fat. The trick to nuts in stuffing is to add them towards the end so they don’t get too soggy.
6. Fruit is another way of adding nutrients to your holiday side dish. Apples and cranberries are favourites to many.

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Beaches|life Gift Suggestions and Ideas at Local Shops

Your Annual Holiday Shopping Guide!

1. A true gift should be looked for having the receiving person in mind. It should be unique, special, and show that you care. It’s not about how much you buy or spend.

2. Things are easy to get, more affordable than ever, but good things will stand out and last for many years to enjoy and remember.

3. Take this time to make each and everyone on your holiday list feel special, either through goods or services, you know them best.

Holiday shopping can be fun, but it can also be challenging. You don’t have to go far to find new gift ideas. Large or small, your local retailers have a wealth of goodies, right at your doorstep to help you check off everything from your holiday shopping list. And while you are out, don’t forget to pick up something for yourself.

- Wallet Reading Cards $10 – Envy Eyewear Boutique
- Woman’s Prayer-Oil Warmer $17.99 – Gongton Design
- Honeybee Wax Candles, assorted styles – Hooper’s Pharmacy
- Locally made Aprons, Seasonal Ornaments ranging from $2 to $15 – The Pillow Shop
- BBQ Accessories starting at UNDER $10 – Classic Fireplace

- Lava Lamps – Living Lighting
- Pine Cone Wreath Candle Holder $29.95 – Gongton Design
- Trophic Ultrasonic Essential Oil Diffuser – Hooper’s Pharmacy
- Sterling Silver Bracelet with genuine multi-coloured stones. Regular $99 now $49 – L.E. Jewellers
- Pandora Charms $29 and up – L.E. Jewellers
- Full 1-hour Therapeutic Massage, introductory offer for first time customers $39 – Massage Addict-The Beach
- One Art Lesson with a free instructional DVD ($20 value) $65 – Pryce Studios
- Upper Body 30 minute Massage $45 – Salon Fortelli & Spa
- Nailed Spiced Pearfection Foaming Body Buffer $28 and whipped body lotion $24 – The Ten Spot-Beaches
- Intro month special gift cards for the holidays $40, Yoga Mat and Water Bottle package $45 – YOGAthletix
- Vases and Lanterns ranging between $10 to $50 – The Pillow Shop
- Prints and Mirrors from $9.99 – Living Lighting in the Beach
- Humidor $99.99 – The Smokin’ Cigar
- La Loop Eyeglass Holder $50-$270 – Envy Eyewear Boutique
- Polystone Woody Finishing Elephant $69.95 – Gongton Design
- Polystone Woody Finishing Porcelain and 14k Gold Nativity Set $79.95 – Gongton Design
- Thomas Sabo Starter Bracelet (with a free charm) $64 – L.E. Jewellers
- DermaLogica Limited Edition Skin Sets (includes moisturizer, precleanse and face wash) $73.50 – The Ten Spot-Beaches
- Stunning Dupioni Silk Pillows in a selection of jewel tones, 12” x 22” $55 – The Pillow Shop
- Two Art Lessons with a free instructional DVD ($20 value) $65 – Pryce Studios
- ICON India Oil Gift Box with shampoo, conditioner and oil $59.75 – Salon Fortelli & Spa
- Elle necklace and coloured stone pendant $64 – L.E. Jewellers
- A Gift from Heaven-Porcelain and 14k Gold Elephant $69.95 – Gongton Design
- Designer Sunglasses (Ray Ban, Chanel...) $145 and up – Envy Eyewear Boutique
- A Gift from Heaven-Porcelain and 14k Gold Triple Figurine, angels playing instruments $89.95 – Gongton Design
- Heaven Fresh Ionic Air Purifiers – Hooper’s Pharmacy
- Elle necklace and coloured stone pendant $109 – L.E. Jewellers
- Save $50 on gift certificate purchase over $200 for Therapeutic Massage with Registered Massage Therapists – Massage Addict-The Beach
- Four Art Lessons with a free instructional DVD ($20 value) $100 – Pryce Studios
- Special holiday offer! Get your Home Sparkly Clean for the holidays and beyond! $105 – Mona Home and Office Cleaning
- Corporate Stress Break Spa Package includes signature facial, European full body massage, manicure and pedicure $211 – Salon Fortelli & Spa
- Clarisonic Mia 2 Sonic Skin Cleanser in a variety of colours $175 – The Ten Spot-Beaches
- Fireplace Toolsets starting at $100 (up to $450) and Fireplace Screens starting at $150 (up to $650) – Classic Fireplace

Gift Cards are a popular and practical gift choice, however, 35% of are never used. Your time and money would be unappreciated, your gift receiver will not benefit from it, and the businesses you purchased it from will lose the opportunity to serve the person you care for. How can you change that?

1. Be sure the gift card will interest the receiver (not what you would like).
2. To show someone something special, arrange to go together, and share the experience.
3. The gift can be a massage or spa treatment, dining at a restaurant, art classes, fitness, memberships and subscriptions.
4. Larger items can be gifted with other family members or friends. If you know that is what would make a lasting impact.
Hats are back – and in a big way. It’s winter, and everyone is sporting their usual toques and fuzzy knits, but there is a ton of great ways to keep your head cozy this season. Hats can dress up a drab outfit, and show a little style.

For the ultimate inspiration look at Kate Middleton, the Duchess of Cambridge, and her fascinating array of fascinators, trilbys, and feathered headpieces. While her hat choices aren’t always practical for Canadian winters, they can provide great ideas, make a statement and show a little personality.

• Berets keep the head toasty, and make a stylish substitute for a toque. The great thing about a beret is that anyone can wear one, from the iconic raspberry beret to the various styles Samuel L Jackson favours.

• The cloche is a fitted bell-shaped hat made popular in the ’20s and retains a certain classic chic. It covers the head and ears, but leaves the face open to sunlight.

• If you prefer something with a wider brim, there’s the Breton or the Derby, which can be dressed up with bows or flowers.

For men, ball caps have become the staple, but there’s a world of hats out there for the fashion forward gent.

• Fedoras may have begun life as a woman’s hat, but men have been wearing them since the 20th century. Johnny Depp, when he’s not sporting Captain Jack Sparrow’s wide brimmed pirate hat, is often seen in a fedora, as is Brad Pitt.

• If it’s truly sub-zero, you might be better off in an ushanka, also known as a trapper or aviator hat. It’s a furry cap with ear flaps that can be pulled down, and it’s available in a wide variety of styles.

The Russians know a thing or two about keeping warm in cold weather, and they’ve also brought us the astrakhan, also called the Canadian wedge or ambassador, which is a closer fitting woolen hat.

On the silly end, there are hats with knitted beards (suitable for all genders), jester hats (complete with bells), and tall Cat in the Hat style top hat (matryoshka cats optional).

Get creative this winter, try something different. Who knows, in the new year maybe a new hat could become part of your signature style.

by Nico Mara-McKay
Every December 24th, millions are visited by a man in a red suit. We see him in advertising, parades, department stores and television specials. Santa Claus, Kris Kringle, Old Saint Nick – but who is this guy?

It’s believed that St. Nicholas lived in 4th century Turkey as the bishop of Myra. Credited with doing numerous miracles, he later became a saint and was given his own “feast day”, celebrated on December 6th.

At about the same time, Pope Julius I decided to establish a date for the birth of Jesus. The actual date was unknown, so he decided on December 25th. A pagan festival also was held each year at this time so the Pope hoped to use the holiday to Christianize the celebration.

Eventually, Saint Nicholas’s feast day also became associated with December 25th and his connection with Christmas was established. The tradition of him visiting homes on Christmas Eve developed and children would place nuts, apples, sweets and other items around the house to welcome him.

The Dutch called him Sinterklaas, and it was their settlers that brought the tradition of Saint Nicholas to New Amsterdam (which was later renamed New York).

In 1809 Washington Irving (of Sleepy Hollow fame) included him in a comic History of New York City, which was established, hosted its first St. Nicholas anniversary dinner in 1810. Artist Alexander Anderson was commissioned to draw an image of the Saint for the dinner. Still shown as a religious figure, he now was clearly depositing gifts in children’s stockings, hung by the fireplace to dry.

Arguably, nothing established the image of Santa Claus as a poem entitled “A Visit from St. Nicholas” by Clement Moore in 1822. In the poem, the Saint was seen as a tiny man with a sleigh drawn by eight miniature reindeer. They flew him from house to house where he came down the chimney to fill stockings hung by the fireplace with gifts. It has been reprinted countless times under the more familiar title, “‘Twas The Night Before Christmas”.

As time went on, the legend grew. Thomas Nast, a 19th century cartoonist, did a series of drawings for Harper’s Weekly where Santa was living at the North Pole with a workshop for building toys and a large book filled with the names of children who had been naughty or nice.

The 19th century Santa was often shown wearing outfits of different colours, by the beginning of the 20th century the standard image of Santa Claus was a man in a red suit trimmed with white.
Congratulations to Carole Baldwin – the winner of October’s Secret Beaches Spot winner. The picture is of the window and decoration inside the Gardiner’s Cottage, Kew Gardens Park.

Send us a photo of your Secret Beaches Spot with a brief description. Email your photo by January 10, 2014 to info@beachesliving.ca.

Wish you were there to see this as well? Photo taken – unknown.

Tell us where the Secret Beaches Spot photo was taken, and you could win the new CD “symphony!” by sultans of string. Email your answer by January 10, 2014 to info@beachesliving.ca.

The Canadian national ice hockey team is overseen by Hockey Canada, a member of the International Ice Hockey Federation (IIHF). From 1920 to 1963, Canada’s team was made up of amateur club teams (usually the most recent Allan Cup champions). In 1963 the national men’s team was founded by Father David Bauer as part of the Canadian Amateur Hockey Association. This new national team first competed at the 1964 Winter Olympics.

The nickname “Team Canada” was christened at the 1972 Summit Series and has been frequently used to refer to the Canadian national team ever since.

Before the emergence of the Soviet Union (Russia), Canada dominated hockey, winning six out of seven golds at the Olympics before 1956 and 13 World Championship gold medals before 1961.

From 1954 to 1991, Canada was able to win only four World Championships and no Winter Olympic Gold medals when the Soviet, Czechoslovak, and Swedish teams dominated. This was in part because Canada’s best players were professionals and unable to attend these events.

Canada withdrew from IIHF events in 1970 and the National Team program was suspended after they were refused permission to use semi-professional players at the World Championship. In 1977, Canada returned after a series of negotiations between the IIHF and top officials from professional ice hockey in Canada and the USA. This allowed professionals to compete at the World Championships.

In 1983, Hockey Canada began the "Program of Excellence" to prepare a team for the Winter Olympics every four years. This new National Team played a full season together against both national and club teams. In 1986, the International Olympic Committee voted to allow professional athletes to compete in Olympic Games, starting in 1988.

Canada captured its first Olympic gold medal in 50 years at the 2002 Olympics and struck gold again in 2010 in Vancouver.

Hockey Canada has retired two jersey numbers to mark the highest level of international excellence and respect; Mario Lemieux’s #66 and the great one Wayne Gretzky’s #99.

In recent years, Canada’s women’s hockey team has dominated the international stage, alongside their US rivals.

Let’s all cheer on Canada’s hockey teams this winter in Soshi as they both defend their Olympic gold metals.
For most businesses, the holiday season is the make or break time of year. Customer loyalty is the lifeblood of your business and its success. There are some businesses, that are not so holiday related or reliant, where it actually is a quieter time. However, in either case, instead of expecting more business from your customers and clients, show them your gratitude for having that business relationship with them. Let them know you do think of them and thank them for putting in their trust, money and preference in you.

How to do that? Correspondence to a customer can mean a lot, especially if there is a handwritten element. Wish them happy holidays, thank them for their business, and invite them back to visit in the New Year. A small gift, even something as simple as a fridge magnet, reminds your clientele of their positive experience and your location and contact information. Plus, they’re handy for putting their children’s “A+” test papers up for display.

Giving your customers a one-time discount voucher can not only show your gratitude, but entice them to visit you again. A few dollars spent on customers can help spark exponential returns down the road, even encourage and remind people to refer friends.

Many have heard of the Pareto Principle. It states that 80% of a company’s sales comes from 20% of its clients. It’s documented that repeat patrons spend 67% more than new customers. It’s not time to worry about how to keep your loyal customers coming back, (they always do) but to think about how you can make them feel special – a little or a lot.

If it is a quiet season for your business, such as real estate, consulting, etc., you have a better opportunity to mingle with your customers without the pressure selling or making that quota. Host a wine and cheese tasting, casual lunch buffets, product and instructional seminars or contest draws to help strengthen familiarity and the perception of a personal relationship.

There is no substitute for an obvious, genuine and conscientious attempt to strengthen customer’s trust. The fact that you present a wholehearted effort to put them in the forefront makes a great difference. This is true for every kind of business – every business can name their core customers.
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As we keep trying to move towards a paperless lifestyle, we now have a solution for that drawer full of sales receipts. There are several smartphone apps available that help you electronically store receipts, this is just one of many for both iPhone and Android devices, simple to use and of course, free to download.

OneReceipt can store all of your email and paper receipts and in some cases, let you see your receipts in your credit card or bank statements (depending on availability).

You can use OneReceipt to capture and automatically store both your email and paper receipts. Email receipts have the ability to be added automatically from your Gmail or Yahoo accounts. For paper receipts, just snap a picture and OneReceipt handles the rest.

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**Award Winner, Again**

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It's beginning to look a lot like 10 Holiday Movies!

Everyone has their holiday traditions and movies are a big part of them. It is not possible to list all the great movies that celebrate this magical time of year. Here are just a small sampling of movies, some newer, some not so new, but all will make you smile and remember what is important during the holiday season.

- **Christmas in Connecticut** (1945) Dir. Peter Godfrey; Barbara Stanwyck, Dennis Morgan, Sydney Greenstreet
- **It's a Wonderful Life** (1946) Dir. Frank Capra; James Stewart, Donna Reed, Lionel Barrymore, Thomas Mitchell
- **Miracle on 34th Street** (1947) Dir. George Seaton; Edmund Gwenn, Maureen O'Hara, John Payne
- **A Christmas Carol** (1951) Dir. Brian Desmond Hurst; Alastair Sim, Jack Warner
- **We're No Angels** (1955) Dir. Michael Curtiz; Humphrey Bogart, Peter Ustinov, Aldo Ray
- **Christmas Story** (1983) Dir. Bob Clark; Peter Billingsley, Darren McGavin, Melinda Dillon
- **Christmas Vacation** (1989) Dir. Jeremiah Chechik; Chevy Chase, Beverly D'Angelo, Randy Quaid
- **The Nightmare Before Christmas** (1993) Dir. Henry Selick; Danny Elfman, Chris Sarandon, Catherine O'Hara
- **Eight Crazy Nights** (2002) Dir. Seth Kearsley; Adam Sandler, Rob Schneider, Jackie Sandler
**Don't Let the Flu Get to You**

Holiday season is a joyful time to enjoy with family and friends. Who wants to be stuck indoors taking pills and feeling miserable? Take control of your body this season and don't let the flu get you down "period"!

Everyone is at risk of getting the flu. Get the flu shot each fall to protect you and your family, friends and co-workers. Since the virus that causes influenza changes frequently, you need to get a new flu shot each year.

The influenza vaccine is free and available to people six months of age and older who live, work or attend school in Ontario. Those at high risk for flu-related complications should especially get the vaccine:

- Children 5 years of age and younger
- Adults 65 years of age and older
- Residents of nursing homes or chronic care facilities
- People with chronic health conditions such as diabetes, cancer, lung, heart or kidney disease
- Pregnant women
- Aboriginal peoples
- People who are obese

Those who live or work with people who are at high risk for flu-related complications such as health care workers and essential community services staff should also get the vaccine.

Get the flu shot at Toronto Public Health’s community flu clinics, doctors’ offices, walk-in medical clinics and some pharmacies. Book an appointment at our community flu clinics. Walk-ins are also welcome.

**Tips to Reduce Risk of Infection**

1. Sneeze into your sleeve, if no tissue is available.
2. Wash hands frequently
3. If you feel some flu symptoms coming on, vitamin C will be your best friend. Large (but safe doses) of vitamin C can help stop it in its tracks.

For more information about how you can protect you and your family from the flu, visit toronto.ca/health.

**Elaine Gong**

Elaine Gong knows her stuff – she’s been in the jewellery business for more than 20 years. She began working at the jewellery store part time in 1991, and when the owner wanted to sell, he made her an offer she couldn’t refuse.

In 1998, she purchased the store and rebranded it L.E. Jewellers, where it remained in the Loblaw’s plaza until renovations meant that they had to find a new location. It turned out to be for the best.

L.E. Jewellers moved into the Canadian Tire plaza earlier this June, and their new location is stunning. It’s bright, airy, and spacious with 1,400 square feet of floor space showcasing brands like Pandora, Thomas Sabo, Elle, Citizen watches, Casio, and a selection of European jewellery.

Despite the high end look and feel of the store, Elaine aims to keep things casual, and the friendly staff is dressed casually but stylishly in monogrammed t-shirts.

Elaine attends jewellery shows to find new pieces, and if she believes in the quality and design, she’ll bring them in. Her staff also offer their suggestions for what’s trendy with a younger demographic. L.E. Jewellers does custom work, with a goldsmith and a gemologist on premises, and watch repairs.

Generations of families visit, and often stop by to say hello. Elaine has been in the neighbourhood for more than 20 years, and she’s helped pick out a toddler’s first cross or medallion for a baptism, created custom rings with a child’s initials, and bracelets and necklaces with names on them. As they grow up, she’s created their wedding rings, and now helps select jewellery for their children.

It has a community feel, dog-friendly, with customers coming in from the Beaches, Leslieville, Queen’s Quay, and the surrounding area.

L.E. Jewellers is a neighbourhood store of the best kind, where customers become friends.

1015 Lake Shore Blvd East
416-461-4494, lejewellers.ca

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**Source:** Toronto Public Health
Welcome new neighbours

Americana Hot Dog Company – 1036 Kingston Rd.
The Canine House – 992 Kingston Rd.
Family Dentistry – 1035 Kingston Rd.
Hammer Skateboard – 2225 Queen St. E.
Hogtown Smoke in the Beach – 1959 Queen St. E.
Inez – 910 Kingston Rd.
Leemen Coastal – 1006 Kingston Rd.
Liberty Tax Beaches – 1716 Queen St. E.
Trinity Taverna – 1681 Lake Shore Blvd. E.
XOLA Mexican Food – 2222A Queen St. E.
Z-Teca Gourmet Burritos – 2014 Queen St. E.

Closed for renovations
Kingston Road YMCA is closing for expansion – planned reopening Fall 2015

Thank you and best wishes:
Bow Thai – 1970 Queen St. E.
Curve Nail – 1036 Kingston Rd.
Details – 1006 Kingston Rd.
Estia Café – 992 Kingston Rd.
Kew Beach Galleries – 2008 Queen St. E.
New Concept Japanese Cuisine – 2026 Queen St. E.
One Earth Clothing – 2096 Queen St. E.
The WORKS Burger Bistro – 1953 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 Living magazine.
Contact us at: info@beachesliving.ca or 416-690-4269.
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Address: ___________________________

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By e-mail □ YES □ NO  by regular mail □ YES □ NO

The draw will be made on Saturday December 21st. The winners will be contacted via phone or e-mail.

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