WHY YOU SHOULD "GO NUTS"
YOUR MOVIE TASTE COUNTS
IT'S TIME FOR KIDS PROGRAM
OPEN HOUSE & LIGHTS OUT

KICK AND GLIDE TO THE TOP OF THE PODIUM
Learn about and explore kids programs for all ages available in the Beaches. Join us!

View event video, photos & details online at beachesliving.ca/kids.

Playgroups
Programs
Camps
Sports
and much more...

Saturday
February 22
12:30 - 4:30 pm
Beaches Recreation Centre Gym
6 Williamson Road
(north of Queen & Lee)
FREE Admission
FREE Parking!

Beaches Kids Program Open House
for ages 0-16

Join us!
Learn about and explore kids programs for all ages available in the Beaches. Meet face to face with program organizers, teachers, coaches, and much more!

416.690.4269
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my health talk
Food for Thought – Going Nuts is Super for the Brain

my tech talk
Tales of the Streets – Feb 14, 14 Blues

Biz talk
You Ask... Answer.

Food talk
Be the Host with the Most

Movie Pic
10 Decades of Oscar® Winning Movies!

Coming, going & on the move

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Coming, going & on the move
All eyes will be on Sochi for the next two weeks. Who will you be watching and cheering for? Be sure to keep your eyes on Canada’s Cross Country Ski Team with our very own Len Valjas, native to Toronto, as he kicks and glides at the upcoming Olympic Games.

Born and raised in Toronto, Lenny started skiing at an early age of 2 or 3 in his family’s backyard. Very soon, Lenny is kicking and gliding on groomed cross country ski trails, with his father, at places like Hardwood Hill. His passion for skiing rubbed off from his father who loved recreational skiing.

At one point, no one would have ever imagined that Lenny would have reached the World Cup podium as part of Canada’s four-man team. At 6’6”, Lenny has always been tall but not very strong. He was often far back in the pack – often 40th place or further. But his love for skiing kept him going and no one’s opinion would change his mind.

Lenny’s persistence started to show results at the age of 17, during high school. He was skiing faster and faster and would train at anytime that he could find. He was a hardworking, young, naughty teenager from Toronto. Only once was he caught when a helicopter found him with their searchlights.

Although both parents were born in Toronto, Lenny has deep roots in Estonia with both sides of his grandparents being Estonian. As the middle child of three siblings, Lenny grew up in Toronto’s Estonian Club House on Cambridge Avenue. Because of international races, as well family trips, Lenny has visited Estonia many times.

Part of an athletic family, his older sister is on the National Beach Volleyball Team. He comes down to the Beaches very often to watch his sister play volleyball at Ashbridges Bay. His 16 year old brother seems now leading the pack.

A story of Lenny make all of us laugh.

During his high school years, Lenny started training for cross country on alpine hills at Thornhill’s Uplands Ski Hill. Every day after school, when the ski hills were closed, Lenny would toss his skis in the car and drive to the hill. He would hide his car so no one can see it and then walk up and ski down the freshly groomed hills, over and over again.

The groomer never knew who was making the tracks on his nicely groomed hills – little did he know it was the hardworking, young, naughty teenager from Toronto. Only once was he caught when a helicopter found him with their searchlights.

...continues on page 7
Almost all national athletes train there, but not everyone completes the program or becomes part of Team Canada.

It was during this time at the National Team Centre that his skiing really started to improve. He learned how to maximize his strength and find a balance between the physical, mental and technical sides of national competition without burning out.

While at the centre, training with other athletes who would become World Champions, Lenny realized his dream was to make the national team and compete in world-class competitions, such as the World Cup and the Olympics.

However, his Olympic dream did not become a reality overnight – or even in a few years. Four years ago, he missed competing in Vancouver by just one spot. That kicked his motivation into full gear and he was determined to make it to Sochi in 2014.

Just to be sure he pre-qualified in early 2013, he fought hard at the Switzerland and Italy Cup and won two medals. It was these two podiums that qualified him to be on the National Team.

After years of following his dream to the international podium, boarding in many places, Lenny still calls Toronto his home and his favourite place in the world. He treasures every bit of time with his family and friends when he is here.

He now spends most of his time in Canmore, Alberta – the training base for him and his team. Living just five minutes away from everything he needs for his training, and easy access to doctors and physio/ massage therapists, he feels very fortunate that he can get the best from the professional training centre.

As the Games get closer, 2½ hours of daily training is how he is preparing his first Olympics. Maintenance takes a big part of his day with physical and mind conditioning.

His Olympic team is like his family. The four men have been training and competing for 3-4 years and have become very close friends. This closeness is a big part of the team’s strength. Their skills complement each other – thus building on each other’s strengths.

When asked about their chances to reach the podium in Sochi, Lenny believes if it all comes together, the team has a really good chance to be on the podium multiple times. Over the past five years, the team has been on the podium more than 20 times.

The athletes always are front and centre, but there is a whole team behind them to ensure their success.

The team of technicians plays a crucial role in getting their 400 pairs of skies tuned and ready for racing. Skis need to be prepped for the conditions for that day. No matter how prepared the skier is, if their equipment is not geared for the conditions, their chances of success are reduced.

Another important member of the “behind the scenes” team is their chef and nutritionist. The team will bring their own food and a chef. The daily menu will be pretty much what it is now.

When asked what would be his advice to young people wanting to follow their dreams, he said; “stick to your ideas and continue to work hard.”
You may have had some lofty goals in January, maybe something that was to revolutionize your entire life, or perhaps something as simple as shining your shoes weekly. Now that we’re a couple of months in, how do things stand?

IT’S NEVER TOO LATE
It’s never too late. You’ve had time to see what’s working, and what needs improvement. Perhaps deciding to get fit with a burst of hardcore exercise didn’t work, instead try to make a commitment to eat healthier and set regular gym appointments. If you’ve found that the gym just doesn’t do it for you, sign up for a team sport that gets you out of the house, and has a social aspect as well. You can always take your kids skating, play soccer or tag with them. If you enjoy it, you’re more likely to stick with it.

MAKE A COMMITMENT TO OTHERS
Maybe you’ve allowed things to slide a little, and want to get back on track. The goal is to make these changes a good habit, not something you do for a couple of weeks and then return to your old routines. If you said you were going to call your mother once a week, set a regular day if you can. Other ideas might be to make plans to go hiking regularly with a friend, or join a recreational team sport. When your goal involves other people and a set date, your commitment will not only be to yourself, but to others – and that can help.

BUILD ON YOUR SUCCESS
When you’re doing well, you feel better about it. To keep the momentum going, look for other things you can do around it to make yourself feel even better. For example, if your shoes are shinier than before and you know you feel great when you leave the house, imagine how much better you will feel if you pick what to wear for the day with a little more care – well, you get the idea.

by Nico Mara-McKay

Do not miss the next free painting demonstration by Artist John Stuart Pryce, O.S.A. Hon. L.P.A.

at Pryce Studios 1600 Gerrard Street E.

Learn about John’s upcoming art classes.

Everyone is welcome

Seating is limited so call John for time and reservation at: 416-804-5559, john@prycestudios.com

www.prycestudios.com

by Nico Mara-McKay
Health Talk

GOING NUTS IS SUPER FOR THE BRAIN

People today are living longer – and better – than ever before. While our ancestors may have never dreamed of living well into their nineties, continuing to enjoy life a good 30 years after retirement is the new norm. So it is more important than ever to consider the lasting effects of the choices we make when we are younger.

While we all know that the right diet can mean a strong heart or a healthy kidney, it is easy to forget one very important organ: the brain. Did you know that certain foods are credited for maintaining healthy, focused minds well into our senior years?

FEED YOUR BRAIN

A healthy brain is your key to living life to the fullest – no matter what your age! But as demographics shift, an aging majority is finding illnesses like dementia or Alzheimer’s disease are on the rise. Not yet reversible, it is always smart to work to prevent these types of diseases rather than treat them. One simple way? Eat “brain foods”.

SMART SNACKS

Eating nuts is a delicious way to keep your brain healthy. And, considering you don’t need more than a handful a day to get the nutrients you need, making sure you consume the right amount is easy! Make nuts your go-to snack when working at the office or relaxing in front of the television. If you are reaching into your desk drawer or cupboard for salty or sugary snacks, why not replace these unhealthy options with a smart alternative?

• If you have a sweet tooth: Consider dipping your favourite nuts in honey, or dusting them with cinnamon or cocoa powder.

• If you prefer savoury snacks: Try munching on a handful of pistachios. (But watch out for nuts that are coated in spicy seasonings – they are usually high in sodium!)

TIME TO GO NUTS

The good news about nuts is that they are a smart snack at any stage of life. Perfect for combatting that afternoon slump or “brain fog,” and a healthy option for individuals who are trying to lose weight, nuts can help energize you, clear your head, and are chock full of healthy fats to fill you up between mealtimes, helping you stay focused at work while maintaining a healthy weight.

So the next time your stomach starts rumbling, go nuts! It might be one of the smartest snacks you ever eat.

• Walnuts improve memory and cognitive performance, making it easier to think clearly.
• Cashews open up the blood vessels in your brain, helping it operate better.
• Peanuts and pecans help improve memory, brain function, and brain development.
• Almonds and hazelnuts protect against cognitive decline that can come with age.
• Mixed nuts treat your brain to a variety of goodness!
• Raw nuts are filled with nutrients your brain and body need to stay healthy.

by Kathleen O’Hagan
February and March are the months to play with your wardrobe. We all have colours we just love, but unfortunately they don’t always fit with any of your outfits, until now. In the past, we’ve hidden these colours underneath our clothing, but now we can be bold and show off, or if you are a little shy, maybe a little teaser. Either way, it will cheer you up knowing you have fun colours on without going overboard.

What are we talking about? Well socks of course. Winter is a great season to be playful with bright colours. Socks can be functional yet playful, or some may call it, fashionable.

Here are some ideas where and when you can surprise yourself and others with those fun, funky and stylish socks you always loved but not sure where and how to wear them.

1. Some socks you just can’t wear to the office or school, so put them on at home! When you come back home let your feet loose and have some fun.

2. Boots are the best way to not reveal some of your super funky socks secrets. They can’t clash with your outfit if they are hiding inside your fashionable boots. Only you will know and feel your foot being livelier with fun socks on.

3. Have one of two pairs where the majority of the colour matches the most common colours in your outfits. Also, colours such as black and navy blue can be a lot more interesting being to accompanied by patterns a bit fun colours. You will be surprised, although you might not know it, that people will notice it and think you’re “cool”.

4. Go bold! Once the weather warms up, wear a pair of socks that make a statement and show them off with shorter pants or a skirt. Just be sure that the rest of your outfit is subtle, both in colour and style. This way your socks will be the centre of attention. If you feel it does not fit in with your work environment, then keep them for your next social function, movie, casual dinner, or just when you get together with your friends and family.

SOCK IT UP WITH FASHION AND FUNCTION

February is infamous for being the coldest month in these northern European countries. In fact, constant freezing and polar nights (24 hours of darkness) are not unheard of. Good timing though, since February is also the month of love. Imagine spending polar nights cuddled up with family or loved ones in front of the fireplace, sipping on hot cup of Glögg and watching an old classic on TV. Some would enjoy sitting around a table sharing a hot-melted cheese fondue. A (polar) bear hug for some extra warmth and a little bit of TLC is a great way to fight the winter blues.

ON THE BRIGHT SIDE
Still feeling like you need less cold and more light? The days are already getting longer!
DON’T FORGET – turn your clocks ahead 1-hour on March 9. Your days will be 1-hour brighter!

by Kathleen O’Hagan

Sock it up and have fun!
The holidays have come and gone. For many of us, the winter blues have set in, while others are simply hibernating until warm weather replaces frosty temperatures. If another long winter is getting you down, why not find a reason to celebrate—without the pressure of the holidays to wear you out?

**WINTERLICIOUS WITHOUT LEAVING HOME** – While Torontonians love Summerlicious, it can be a little harder getting us out of the house in the wintertime. So why not host your own Winterlicious dinner party? At least your friends won’t have to worry about lining up in the cold!
  - You could even check out what your favourite restaurants will be serving, and pick and choose from their Winterlicious menus. Your friends will be delighted to know that they’re getting the next best thing.

**BOOK CLUB BITES** – Let your creativity run wild for this one! The next time you host a book club meet, make sure the food and drink fits with the time period and setting of the book you are reading. Let your guests in on the secret so that they can make sure to bring appropriate snacks.
  - This idea is also great for An Evening at the Oscars! Think cosmopolitan cocktails and amuse-bouches.

**SPORT LOVERS SOIRÉE** – Winter Olympics, Super Bowl Sunday, Hockey Night in Canada… so many reasons to fill your fridge with tallboys and order in some pepperoni pizza and chicken wings.
  - If you’d rather cook your own food, consider making a homemade pizza (or three) and ask your guests to bring some Canadian beer to help cheer your team on!

**OKONOMI-YUMMY NIGHT** – If you and your gang like Japanese food, then you must have tried okonomiyaki at some point. Not only are these savoury pancakes fun and easy to make, but they’re filled with veggies (and your choice of pork or squid) and they’re bursting with flavour!
  - You can pick up the special sauce and Japanese mayo at T&T Supermarket in Cherry Beach, PAT in Korea Town, or Sanko on Queen West!

**AROUND THE WORLD WITH WINE, CHEESE AND CHOCOLATE** – This is a dinner party wine connoisseurs, cheese aficionados, and chocolate lovers won’t want to miss! Send each guest the name of a wine from a different region, and ask them to pair it with a cheese or chocolate from the local fromagerie or chocolate shop.
  - You can worry about providing the wine and let your friends worry about bringing snacks and dessert!

Just because the holidays are over doesn’t mean you have to go into hibernation mode. With a lot of imagination and a little bit of effort, you can find a number of reasons to celebrate with friends this winter season!

*by Kathleen O’Hagan*
Celebrating Singlehood on February 14: it’s your day!

It’s Valentine’s Day – the lovers have this pseudo-holiday covered in all its commercial glory, but did you know that it’s for you, the singles, too?

If you belong to the singlehood, here are a few ideas of how you can celebrate Valentine’s Day or kick back and have fun:

Love is not just about romance. Pick five people who are close to you, let them know you’re thinking of them by either calling them or sending chocolates, flowers or a card.

Love yourself. Buy yourself a bunch of fresh flowers. Cook your favourite meal for one or go out to see a movie. If you are a popcorn lover, treat yourself to the biggest bag of popcorn (even if you know you can’t finish it). Go shopping and buy something for yourself. Do something that will make you happy and feel good.

Do something for your neighbours, especially the elderly. You may bring them a little plant, a card or some cookies to make them feel warm and make yourself feel good too.

Find new love. Have you always been curious about yoga or Pilates, but afraid to try it? Maybe take up samba, skating or painting – sign up for a class, and see how it goes. You may discover a new hobby you absolutely adore.

Make a night of it. Get together with friends, dress up, and go somewhere you haven’t gone before. Go to a karaoke bar and belt your heart out. Take a martini mixing course and get a little silly. Celebrate the people who’ve stuck by you and make new memories.

Throw a party. If you’re planning on staying home, throw a party. Invite your friends, single or not. Throw on a series of rom-coms as background noise, let loose and have fun.

Book a trip. This year Valentine’s Day falls on the Friday before Family Day. Plan a vacation or weekend getaway, either by yourself or with a friend, and it may end up being your best Valentine’s yet.

Remember, living alone doesn’t mean you are alone. Valentine’s is a special day to give love to yourself and others who love you.

by Nico Mara-McKay
Are you up to the challenge?

Participate in our annual Beaches\life Oscar® challenge for your chance to win a pair of movie passes to Alliance Cinema in the Beach.

**How to play:** Go through the following list of nominees and predict the winners. Follow the link to beachesliving.ca/contest and fill in your predictions by March 1. The winner will be the one with the most correct predictions. Good Luck!

**Best Picture:**
- American Hustle
- Captain Phillips
- Dallas Buyers Club
- Gravity
- Her
- Nebraska
- Philomena
- 12 Years a Slave
- The Wolf of Wall Street

**Best Actor:**
- Christian Bale, American Hustle
- Bruce Dern, Nebraska
- Leonardo DiCaprio, The Wolf of Wall Street
- Chiwetel Ejiofor, 12 Years a Slave
- Matthew McConaughey, Dallas Buyers Club

**Best Actress:**
- Amy Adams, American Hustle
- Cate Blanchett, Blue Jasmine
- Sandra Bullock, Gravity
- Judi Dench, Philomena
- Meryl Streep, August: Osage County

**Best Animated Film:**
- The Croods
- Despicable Me 2
- Ernest & Celestine
- Frozen
- The Wind Rises

**Best Foreign Film:**
- The Great Beauty (Italy)
- The Hunt (Denmark)
- The Broken Circle Breakdown (Belgium)
- The Missing Picture (Cambodia)
- Omar (Palestine)

**Best Sup. Actor:**
- Barkhad Abdi, Captain Phillips
- Bradley Cooper, American Hustle
- Michael Fassbender, 12 Years a Slave
- Jared Leto, Dallas Buyers Club

**Best Sup. Actress:**
- Sally Hawkins, Blue Jasmine
- Jennifer Lawrence, American Hustle
- Lupita Nyong’o, 12 Years a Slave
- Julia Roberts, August: Osage County
- June Squibb, Nebraska

**Best Director:**
- David O. Russell, American Hustle
- Alfonso Cuaron, Gravity
- Alexander Payne, Nebraska
- Steve McQueen, 12 Years a Slave
- Martin Scorsese, The Wolf of Wall Street

**Best Animated Film:**
- The Croods
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**Best Foreign Film:**
- The Great Beauty (Italy)
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- Omar (Palestine)

Give us your predictions at beachesliving.ca/contest for a chance to win! Contest closes March 1.

**Share Your Personal Picks to WIN...**
Tell us who you think should win if you were handing out the awards. Submit your personal picks to beachesliving.ca/contest

- **BEST PICTURE**
- **BEST ACTOR**
- **BEST ACTRESS**
- **BEST FOREIGN FILM**

Your choices are not limited to the official nominations. All entries will be entered into a draw for a pair of movie passes to Alliance Cinema in the Beach.
With record-breaking temperatures over the holidays, our city definitely got a Christmas present we will never forget. Typically immune to natural disasters, Toronto was hit hard twice in 2013. First it was the extreme summer flood followed by the ice storm. While some of us were luckier than others, we can’t be sure that we’ll be just as lucky next time. We survived the worst of the weather. Before the memories of just how bad it was fades away, now is the time to gather tips from your own experience and others and create your own Emergency Kit to better handle an emergency situation when it strikes again.

Gathering tips from one another after this type of event is a great way to make sure you’re ultra prepared for the next time nature strikes.

So what did we learn this year, Toronto?

1. Extra batteries are a must. If you were without power for days at time, you’ll likely agree that your battery-operated radio and flashlight came in handy. Remember, batteries have a shelf life of 2-4 years.

2. Candles and hot water bottles aren’t just for romantic evenings. Having short, stocky candles on hand means you can safely light up the dark rooms and generate some warmth, while stocking up on hot water bottles means you can cuddle up to something warm when you are feeling chilled to the bone.

3. Consider if a generator is right for you. The up-front cost may seem hefty at first but once you consider how a generator could have helped you in those situations it may be worth it. A portable generator for home use costs between $200-$800. It can be shared amongst close family and friends.

4. Cooking without electricity. If you have a gas stove, you’re in luck. Otherwise, your barbecue would be the next best thing. Always have a spare full propane tank. Other options include your long forgotten fondue set and a camp stove. Remember, barbecues and camp stoves are designed for outdoor use and must be used outdoors.

5. Being friendly with your neighbours isn’t just about being social. You will be able to knock on a welcoming door if you need any help in an emergency.

6. An emergency cheat sheet and small safety box. On a piece of paper, record your family and friends’ phone numbers, your personal identification numbers and credit card information and their contact numbers – lock them in your safety box.

Other blackout must-haves

- Extra money – ATMs will not work
- Canned foods and a hand-crank can opener – enough to feed you and your family for a week
- Jugs of water – enough to keep you and your family hydrated for a week
- Blocks of ice – for keeping food cold
- Extra blankets – for those long, cold nights
- First aid kit – in case of injury due to darkness

by Kathleen O’Hagan
Sun-up, Valentine’s Day, and it dawns on me that Family Day holds no promise either. I’m no loner; yet, I live alone. Donna took ownership of the girls and asked me to leave. Three years ago. I reach for the lamp, but it doesn’t respond. Another black-out. I get up, light a candle, an unromantic glow. I peer out the smudged window of my basement room on Lark, a few semis from the corner of Kingston Road. Thank God, no ice. I couldn't face that again. Four days of blankets wrapped around my 3-season sleeping bag, feasting on Pringles and warm canned ginger ale. Looks like just another temporary outage that justifies a temporary outrage.

I kick-start my routine: a stretch along the water and back; mid-morning attempt conversing with strangers; chores and errands; some take-out that alternates between Pizzaiolo and Jody’s Deli on the corner; then evening security work crosstown. Part-time, no benefits… a job none the less. Donna gets to wrap her claws around most of the earnings. Ain’t complaining, just explaining the life of a 50 year old who shouldn’t have married a 23 year old when he was turning 35. The girls are teens. Maybe they remember my good points… my mantra, as I head out the door.

Creature of habit. Always south on Northern Dancer, conjuring up the track that once dominated here. Across Lakeshore. Eschewing the boardwalk, I choose the paved path, freak out the cyclists, skateboarders, inline skaters, and other wheeled beings wearing flashy splashes of lycra. Past the pool. Past the gardens. Past the Balmy Beach Club. Then north along Silver Birch to Queen, where the green Valu-Mart sign repels me to the left.

I’m a city kind of guy; Queen East is my beach. A bow of respect for the Fox, then my daily toll of turnovers along the commercial strip. Nostalgia stirs at Beacher’s, past the corner of McLean: tumbled head over heels for sweet Jackie McLean my first time in Toronto, age 19. Though caffeine-addicted, I bypass Starbucks at Hammersmith to save the sweet tooth for a place with superior baking. Yet, the aroma starts me salivating for what used to be home on Wineva. I pray for a glimpse of my kids on their way to school. Hallelujah! There’s Catherine waiting for the streetcar. But she’s smoking a cig with Donna’s new boy-toy. Avoiding eye contact, fate has me staring right at the sign for ‘Pass the Peace Pipe’. I mumble, “no way today, José!”, and slither past. Still ahead of the Rocket with its commuting horde, I pause before the public library, a dependable home away from my basement bachelor. Then just past Kippendavie, I yield to the assorted temptations of Dufflets, the icing on my morning constitutional. An uplifting door chime offers hope for 15 minutes of companionship. C’mon. Who’s willing to chat me up for the sake of Saint Valentine? I promise I’m no loner, though I walk in lonely-hearted.

by Richard Ellen

NEW! This is the first of a collection of short stories with fictional characters that are inspired by actual street names and intersections in our neighbourhood. Richard Ellen, a retired professor from U of T, with his decades of passion for creative writing, is the creator of this series that we will share with you in the coming issues of Beaches|Life. Stay tuned to find out who’s next?

by Richard Ellen
You Ask... Answer.

Share Your December 22nd Ice Storm Survival Tips

Everyone has their own story. Some may be funny and some may not be. We invite you to share things you have learned that will help others to cope better the next time a "disaster" strikes.

Here are some ideas:

• What have you realized that you have always taken for granted?
• What did you do to make the best of a bad situation?
• What were some things that you were really glad you had? What things did you really wish you had? Or, what things were you able to substitute or find alternatives for?
• New or stronger friendships. Someone you barely know or a "stranger" who helped you or your family in a big way who you would like to express your gratitude to.

Not only will your story be published at beachesliving.ca, you will also be entered into a draw for a pair of movie passes to the Alliance Cinema in the Beach.

Send it in! Email your story to: info@beachesliving.ca.

Do you have a question to ask?

Send it in! We would love to feature it in the next BeachesLife. Our readers might have the answer you are looking for.

Submit your answer or question online.
beachesliving.ca/youask

1 Decades of Oscar® Winning MOVIES!

With the Academy Awards just around the corner, BeachesLife decided to choose Oscar’s® best pictures from each decade. We started our list with the very first best picture from 1927 and then picked the 10th, 20th, 30th etc. Our list is not entirely complete though, we won’t know our last best picture until it is announced on March 2.

1. Wings (1927) Dir. William A. Wellman, Harry d’Abbadie d’Arrast; Clara Bow, Charles ‘Buddy’ Rogers, Richard Arlen

10. The Life of Emile Zola (1937) Dir. William Dieterle; Paul Muni, Gale Sondergaard, Joseph Schildkraut


40. In the Heat of the Night (1967) Dir. Norman Jewison; Sidney Poitier, Rod Steiger, Warren Oates

50. Annie Hall (1977) Dir. Woody Allen; Woody Allen, Diane Keaton, Tony Roberts

60. The Last Emperor (1987) Dir. Bernardo Bertolucci; John Lone, Joan Chen, Peter O’Toole

70. Titanic (1997) Dir. James Cameron; Leonardo DiCaprio, Kate Winslet, Billy Zane


Next? See page 18 for your chance to choose and win.
WEARABLE TECH

One of these trends is the so-called wearables—smaller-than-ever computing devices that double as watches, glasses, sneakers and other such forms. The wearable with the most buzz is Google Glass, which the technology giant has been rolling out in an extended phase.

Google will have competition with other smaller companies coming out with their own “Glass,” along with a variety of smart watches, cameras, health trackers that monitor human dynamics, and more.

SUPER-HIGH DEF

Say goodbye 3D and hello 4D. After trying to sell an unenthusiastic public on 3D TV-capable televisions that required clumsy glasses, the industry will now be pushing super-high definition, most notably 4K/Ultra HD.

The new 4K models will be shown by several manufacturers, including mega-makers Sony and Samsung. Netflix make Ultra HD streaming available next year, and Google’s YouTube is expected to unveil a bandwidth-efficient 4K codec so that video providers can encode their uploads.

INTERNET OF EVERYTHING

With computers going into almost everything you can wear, they are also expected to show up in almost anything else that can be counted, tracked or assessed. This so-called Internet of Things will place cheap sensors, transceivers and/or computing capability in a variety of objects and places.

EARN YOUR BUSINESS “LIKES”

HOW TO BE SOCIAL... MEDIA THAT IS!

Being social is a part of us and our business, with customers, clients, co-workers, suppliers and peers. The term “social media” seems to have taken over our old-fashioned way of social communications.

To help you understand better what social media really is and if it’s for you. Or, have you missed anything if you are not social media savvy? You can then make informative decisions for your business.

SOCIAL MEDIA = TIME COMMITMENT

Yes, it might be free but if your time is money, then you know the cost. Hiring someone might be a better alternative but remember, the person will be your spokesperson. They must understand the vision and objectives of your business, not theirs.

Like a storefront, social media is the window into your business. So if you only create an account, but not able to keep it up to date, it might be better to leave it for now till you have more time to put in more effort. It is your brand, and like your office you don’t want to keep it closed if you have a sign saying you are in business.

WHAT IS SOCIALE AND WHAT’S NOT...

Social media is about engaging with like-minded people with your business goals in mind. It is not about business deals and selling products and services.

The 80/20 rules works like magic in social media. Your over all social media content should be 80% of information sharing, and 20% about you and your business, such as updates, invitations, new products and so on.

WHERE TO BEGIN

If the above makes sense and you’d like explore this new form of media, start small and pick on or two types at the most — it is like learning to drive or any other new skill. Once you have a better understanding, adding new tools to build on your social media sites will be much easier. There are tools to help you manage multiple social media tasks in one action.

WHICH ONES TO START WITH?

Start off with what makes most sense to you. Here a few examples...

Facebook, is the virtual social lounge of your business that invites clients and customer to sit in and share. Updating once a week is not too much nor too little.

Twitter is your bulletin board for frequent updates, one topic at a time. Followers get updates from you, that interest them. One or two times a day is not too much nor too little.

Pinterest, if a photo is worth a hundred words to your business, you can share image-heavy social updates with less words. A few photos posted per event or activity is not too much nor too little.

Google Hangout is a video form of social communications. If your business fits best in real-life, face-to-face communications, investigate this handy tool to learn how to make the most of it.

There are many more forms of social media and new ones spouting all the time. The key is that you understand what social media is and what it means to you and your business.

Remember, all media forms lead to one place, your business –either a storefront and website, or simply just your business website.

Hope this help you get started with basic social media. Think like a consumer – “what’s in it for me (your business)?”

by Beaches Living your partner in growing your small business
We are a family business,” says Orson Hagleitner of Cedarwood ClimateCare, which is in the commercial and residential heating, ventilation, and air conditioning business. Cedarwood has served the Beaches and the GTA since the company was founded in 1981 by Orson’s father, Frank Hagen.

Born in Munich, Frank studied and worked with two firms designing large commercial heating and cooling projects in Germany. He emigrated to Canada in 1968, and worked with various heating and air conditioning companies, eventually ascending to management. In 1981, Frank decided to start out on his own. Orson, still in school at this time, had already started working with his father, Frank, during his school breaks.

Now they run the business jointly, and Orson and Frank combined bring close to 60 years experience in the trade, and they are specialists in the hydronics market. “Orson has the same love and dedication to this business as myself,” says Frank. “We both love to talk shop.”

Cedarwood is neighbourhood-focused, and takes care to ensure that customers are treated with respect. “There’s at least one truck in the Beaches every single day. We do neighbours of neighbours, and we have certain areas where we service almost the entire street,” Orson says. “It’s nice that there are places where the technician can go in and pretty much know everyone on the street, and have that personal touch.”

They were put to the test during the recent cold spells. When customers called about their heating failures a technician would be on site within three to four hours and resolve the problem. Their vehicles are always stocked with universal parts and that usually does the trick. They regularly receive calls praising their technicians’ excellent service.

Cedarwood helps customers with tips from their email newsletter on maintaining a better home environment. One tip Orson shared for example, during the ice storm he suggested shutting off the water and draining the radiators to ensure that systems don’t break.

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Orson suggests the best thing people can do to sustain heating and cooling systems is general maintenance. As we’re getting into February and March, it’s time to start thinking about air conditioners. One of Cedarwood’s services is a full range of maintenance and protection plans to ensure the performance of customers’ systems.

“It makes me very proud to have my son on my side and see the business I started carry on into a second generation,” says Frank. “Who knows, maybe his son will join him in the family business.”

Cedarwood ClimateCare
416-299-3000
cedarwoodheating.com

by Nico Mara-McKay
Welcome new neighbours
Abby’s Hair – 708 Kingston Rd.
Ava’s Appletree – 870 Kingston Rd.
Beaches Studio.com – 601 Kingston Rd.
The Beech Tree – 924 Kingston Rd.
The Curzon – 1192 Queen St. E.
Dentistry in the Beach – 330 Kingston Rd.
The Glen – 601 Kingston Rd.
Hogtown Lacrosse – 1274 Queen St. E.
Nail Curve – 1015 Kingston Rd.
No Bull Burgers – 1019 Kingston Rd.
Parlour – 2086 Queen St. E.
Thank you and best wishes:
Harry’s Surf.Skate.Snow – 1967 Queen St. E.
Local Grill – 1019 Kingston Rd.
Nspired Events – 1400 Queen St. E.
The Pie Shack – 2305 Queen St. E.
Queensdale Restaurant – 924 Kingston Rd
Stamps – 866 Kingston Rd.

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