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ADRIENNE ARSENAULT

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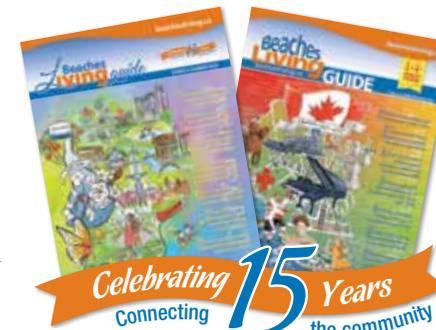
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Everyone has a story: Adrienne Arsenault

Frontline reporter and co-host of CBC's *The National*, Adrienne Arsenault, travels the world to countries hit by war, famines, disasters and conflict, and she always finds "family" wherever she goes. It could be with her friends, mother or her godson in Toronto, or when she's thousands of miles away from home, working with a small international news team covering a story in Africa.

"When you're on site, perhaps with a producer, a camera man and a local driver, the team becomes your family," she explains. "You are all working together toward the same goal – to see and deliver to people at home what you are experiencing now, as closely to what is real as possible."

It's why she's always love to write and report about things that impact peoples' lives, "Everyone has a story," she says.

Even on those rare occasions when she's back in Toronto and is able to cook (which she loves to do), cooking and entertaining takes her back to all those times when she's felt the presence of family.

"For me, the smells and tastes of Middle Eastern cooking represent comfort, friendship, sharing and zest," she says. "When I cook Middle Eastern food, it takes me back to my days in Jerusalem. Immediately I see the faces of all those I associated with during my time there." (From 2003 to 2006, Adrienne was the CBC's Middle East bureau chief in Jerusalem.)

So how did the former "head girl" at St. Clement's School in mid-town Toronto end up covering some of the biggest breaking global news stories of our time?

It's not too difficult to figure it out. Born and raised in Toronto, Adrienne's family life growing up prepared her for a life that would always revolve around television, the news, and in particular, life at the CBC.

Her father, Ray Arsenault, was a TV director and Canadian television pioneer. He produced the early *Hockey Night in Canada* programs, directed series for Canadian television and helped launch the first telecommunications satellite. His presence meant that television was always a big deal in the Arsenault family. Ray even tested the kids with quizzes when watching TV, asking to see if they could tell the difference between a show that was live or taped.

"I also was babysat on a TV set," Adrienne laughs, "I had my naps during the taping of shows like, *The Trouble with Tracy*, an early CTV sitcom.

News was another big deal, she says. "We had a big radio with a major antennae. We'd literally plug it in over dinner hour so we could listen to *As It Happens*, and *Cross Country Checkup*." She admits to phoning in several times, but never getting on the air!

"And the truth is, I didn't really realize there were any other channels but CBC!"

continues on page 6...



...continued from page 5

Such early exposure de-mystified TV for Adrienne and fed her interest in pursuing real stories on the news rather than just entertainment. “You can’t ever predict a real story,” she says, “There’s always something new, something that astonishes.”

So following a degree in international politics at Western University, she enrolled in journalism. After graduating in 1991, she started working at the CBC as an editorial assistant, and then moved into roles of foreign correspondent and national reporter. Over the years, her postings have included Vancouver, Washington, Jerusalem and London. She has reported from the sites of widespread flooding in Pakistan, political uprisings in Libya, the tsunami aftermath in Sri Lanka, even the Ebola crisis in Africa.

Today, she hosts *The National*, alongside Rosemary Barton, Andrew Chang and Ian Hanomansing. As part of her role, she continues to travel, having just come back from Colombia.

“It can be scary work,” she admits, “And the happy ending isn’t always what you hope.” She talks about

frightening times in countries such as Zimbabwe when the crew was pulled over and detained. There were also times she wanted a story to turn out differently. But there’s an overall theme to her perspective. In all her travels, Adrienne continues to be struck by the overall goodness of people.

“I’ve met way more people who inspired me to pull up my own socks and be a better person than those who disappointed me. In fact, I’ve never been through a terrible situation, a war, a disaster – when I walked away thinking that people were bad.”

“Fundamentally, the human instinct is to reach out.”

It’s not surprising that when Adrienne returns to Toronto she is happy to be “a bit of a hermit”. In fact, people are sometimes surprised that she’s somewhat shy. She’s a big fan of sports, attends a local Boot Camp when she’s got the time, and if she can, visits the Beaches, which she describes as a “transportive” kind of place.

She also spends as much time as she can with her mother, Bette, who turned 90 this fall. “She’ll be mad at me that I told her age,” she admits, “But I’m so impressed with her. She is such a trouper: fit, busy, opinioned... she’s great.” When Adrienne set off to cover the Ebola virus outbreak in West Africa, instead of being cautious her mom said, “Well, it’s about time!” (Adrienne won a 2015 International Emmy for her work covering the crisis.)

As for the future, Adrienne has never believed in some grand plan. “I feel like I’ve tumbled into whatever I’ve done. I just want to continue to capture and report like we’re doing.”

“People deserve a whole lot better than what they typically hear on an average news day. I want to report, the stories with clarity, the right facts, and the right nuances to take them into what is really happening”.

She also has never been one to be chained down. She loves to write, and loves to become immersed in a story. That can only happen if she keeps traveling.

Arsenault was named the Commonwealth Broadcasting Association's Journalist of the Year. She has won two Gracie awards for outstanding female correspondent, a Monte Carlo Festival award for her coverage of the Zimbabwe election and several Gemini and Canadian Screen Awards.

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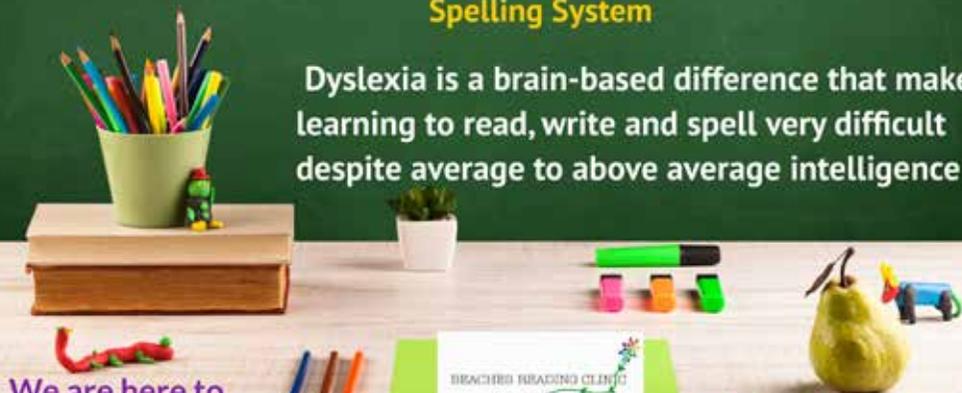
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New Season, Fresh Start

Your “back to school” days may be in the past, but most of us continue to see the fall as some kind of a new or fresh start. Let’s face it. The fall does seem like the start of a “New Year”. Many businesses plan fall retreats and there’s a general feeling in the air that it’s time to get new supplies for the fall. (I even bought a package of brand new pens the other day). Some research even suggests that it is easier to try and start a new habit at the beginning of the school year than at the beginning of the calendar year.

So instead of waiting for January 1 (which seems a long way off!), take a moment this fall to look at areas of your life that may need attention and set a plan to make a change, or try something different.

There’s a few simple tips that help with this exercise (and make it a bit more fun!)

1. Small Steps Only

Don’t be afraid to make a small move or change; every step moves you toward a goal. If you want to cut back on sugar, for example, cut back by one soda or 1-2 desserts a week. You’re more likely to reach your goal and feel better about it.

2. Set Yourself up for Success

Success is a strong motivator. You can only do what is reasonable for you. A 20 minute walk may not be as impressive as running a mile, but 20 minutes may be more realistic for you. Over time, you can increase your commitment.

3. Pick 3, Not 10

You may have a dozen habits you want to change, or goals to reach, but force yourself to focus on 2-3 (even one, if it’s an important one). At the end of the year, you’re going to assess your progress so don’t try to do too much at once. You can’t do it all. Perhaps this time it’s a health goal, or a social to get together with more friends.

4. Goals Versus Objectives

A goal is a stated end result. But objectives must be measurable (by dollars, pounds, hours, etc.) Once you set a goal, set a measurable objective. This keeps your goal reasonable and is a great way to know when you’ve achieved success. For example, if your goal is to get more sleep, set down an objective of 8 hours a night and keep track for 2 weeks.

5. Buddy Up

Consider getting a friend in on the plan. For example, if you want to add in some exercise, walking or running with a friend makes sure you don’t skip it. The same for a trip to the gym: buddy up so your “brain” won’t talk you out of the activity at the last minute!

6. Reward Yourself

Be kind to you. When you’ve had success, promise yourself a treat: perhaps a favourite drink, or a massage, or a new pair of running shoes – whatever you consider a “pat on the back”.

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Foodtalk

Harvest Soup: Healthy, Hearty & Happy

Say the word autumn, and many of us immediately think of crisp cool days when we can enjoy a cup or bowl of hot soup! Autumn is the perfect season for soup, and not just because of the weather. During harvest time – August through October – there are countless vegetable varieties to choose from for the healthiest and tastiest soups!

Check out the recipe below for a healthy, hearty harvest soup.

Don't have all these ingredients?

- Substitute other types of squash: acorn or kabocha
- Substitute pumpkin for squash
- Use parsnips instead of carrots (or half and half)
- Use regular potatoes instead of sweet potatoes
- Add pear instead of apple
- Go vegan and start with a vegetable stock

Don't have time to make soup?

Check out these labour-saving tips:

- Most vegetables can be purchase already peeled and chopped
- Use frozen, e.g. frozen turnip or squash
- Purchase stock (cubes or already prepared)
- Make a big batch and freeze!

Special Treats

Turn your harvest soup into a special meal

- Top with toasted pumpkin or sunflower seeds
- Add a spoon of sour cream when serving
- Hollow out a small sourdough round loaf and use as an "edible" bowl

Health Benefits

Check out the ingredients in this soup!

- Carrots: source of carotenes for healthy sight
- Sweet Potatoes: vitamin A, C and fibre that makes you feel full
- Pumpkin: Vitamin C, carotenes for healthy skin
- Squash: Folate for brain health

- Onions and garlic: phytochemicals to enhance the immune system
- Apples: anti-oxides to fight disease
- Stock: hydration and calms stomach problems

Autumn Harvest Soup (serves 4)

Prep Time: 10 minutes Cook Time: About 25-30 minutes

Ingredients:

- 1 medium onion, chopped
- 2 cloves garlic, smashed
- 2 cups of butternut squash, cut in 1-inch cubes
- 2 cups carrots, coarsely chopped
- 2 cups sweet potato, cut in 1-inch cubes
- 1 apple, coarsely chopped (about 1 cup)
- 1 bay leaf
- 4 cups chicken stock, OR vegetable stock, OR water
- ½-1 tsp salt, plus more to taste

Method:

- Melt butter over medium heat. Add chopped onions and smashed garlic. Sauté until softened.
- Add the chopped carrots, squash, sweet potato, apple, and bay leaf.
- Pour in the chicken stock (or water or vegetable stock). Add the salt and pepper.
- Cover and increase the temperature to medium-high. Bring to a boil.
- Reduce temperature to low and simmer for about 20 minutes or until vegetables are tender.
- Remove from heat, remove the bay leaf and purée using an immersion blender.
- Add salt and pepper to taste.

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Fall is definitely a season of layers. Wondering why we can say that? Check this out.

Layers in Clothes

When temperatures drop, the best advice for keeping warm is to dress in layers. You start with a base layer in cotton, wool or some kind of heat-tech fibre; then add a shirt, topped by a cardigan, and perhaps a bomber jacket over top. But fall weather can be unpredictable. When the day warms up, remove a layer! Evenings get cool? Add a layer!

Layers in Food

Summer is all about simple, fresh foods, often enjoyed on their own. But as soon as fall comes, we're all looking for food that gives us warmth and extra energy. Think about the "layers" in our favourite fall foods: hearty soups and stews, layered with various vegetables and spice; casseroles with layers of meat, perhaps rice or potatoes; roasted sandwiches or grilled Panini buns, layered with roasted vegetables, meat, cheese and pickles.

Layers in Drinks

Hot chocolate anyone? layered with whipped cream and a dash of cinnamon? Enjoy other layered drinks, such as spicy chai tea, mulled wine, or the ever-popular pumpkin spice lattes!

Layers in Decorating

Now is the time to get out the woolen throw blankets, afghan throws and winter-themed cushions. The style we all want in our homes is cozy and welcoming. You can also "layer" the way you display objects, creating a tray of fall objects with candles, or perhaps a plate full of colourful gourds and mini pumpkins.

Layers in Colours

Nature provides our best example of layers! Remember all the green of summer? Now it's given way to countless variations in rich colours: deep reds and purples of maple trees and sumacs; bright yellows of poplars and birch trees; burnt sienna grasses and blazing "burning bush" shrubs; brilliant orange foliage mixed with deep green evergreens. Even the sky is layered with dark blues, greys and purples!

Layers in Life

Fall is a busier time. All of a sudden, we're back into our routines, which for most, means lots of activities that overlap. Whether we are working, visiting friends, celebrating with family, or walking the dog, our lives are layered with relationships, memories, and the stuff of day-to-day living. Enjoy these layers most of all! Like all layers, they make our lives rich and full.

"Autumn carries more gold in its pocket than all the other seasons." – Jim Bishop

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DEDICATION



War brides, Feb. 12, 1946 – Toronto Archives

REMEMBERING CANADIAN WAR BRIDES

On November 11 (Remembrance Day), Canadians pause to remember the courageous sacrifices made by service men and women in armed conflicts. This year marks the 100th anniversary of World War I, 1919-2018, the war “to end all wars”.

The original name was Armistice Day, created to mark the date and time when armies stopped fighting World War I on November 11th at 11 a.m. in 1918 (the eleventh hour of the eleventh day of the eleventh month).

There are so many fascinating stories and memories, but among the more romantic, is the story of the “war brides”.

When World War II ended, 45,000 British and European women left their homes to start a new life in post-war Canada. Why? Each had fallen in love with a Canadian serviceman. Most were from Great Britain. In order to re-unite with their husbands, they set out alone to cross the Atlantic Ocean by ship, then board what was even known as a “war bride” train in order to reach their new homes.

Take the example of Walter and Iris. Walter was a Canadian serviceman, stationed in Ashted, England. Walter met Iris (age 21) at a local pub around Christmas in 1942 and fell in love. After they married, Walter returned to fighting overseas while Iris worked in a cinema. After the war ended, Iris sailed for Canada. It took three weeks, and she was with 1,000 other war brides. Iris was met by

Walter’s family (family she had never met before) and moved in with them until Walter returned home. Eventually, they set up their own home and started a family. Walter and Iris celebrated 66 years of marriage. Iris died in 2009.

WAR BRIDE “CLUBS”

War brides, like Iris, had a lot in common. They were about the same age, and most were married when the war was at its height, often amid air raids and falling bombs. As one war bride recalls, “We spent our honeymoon attending London theatres and sightseeing. We were oh-so-young, and it didn't matter to us that most nights we were serenaded with air raid sirens and the distant 'crump' of bombs”.



Walter & Iris Ricketts

When the War Brides first arrived in Canada, organizations like the Red Cross, Women's Institutes and the Salvation Army organized War Brides Clubs to provide lessons in French or English if needed, and Canadian culture. They provided a needed outlet for these young women to talk with each other, share experiences, and most of all, create friendships in a new country.

So this Remembrance Day, when you “remember” our heroes, remember the courage of the war brides and the tremendous contribution they made with their families as Canadian citizens.

Visit canadianwarbrides.com, the official Canadian War Brides site, for many stories and updates.

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COSTUME TRENDS

WHAT DO YOU WANT TO BE?

Halloween costumes have evolved throughout the decades, yet the inspiration for costumes remain consistent – have fun and dress to get a great reaction from others.

Costumes typically reflect the culture and interests of the era. In Victorian times, for example, costumes for women and girls included Southern Belle dresses, English nanny outfits and dazzling petticoats. Men and boys would dress up as literary figures, such as a Dickens gentleman, or one of Jules Verne's science fiction characters.

After World War II, Halloween costumes became influenced by celebrities, television shows, and movies. Halloween costume manufacturing also became a booming business. Now instead of making a costume, you could buy one of a popular TV show character like Superman, Davy Crockett or Zorro. When "I Love Lucy" became a popular sitcom, fans of the show loved dressing up like Lucille Ball. Cowboy attire and superhero masks were also a favourite of the times.

With the invention of rubber masks, Halloween trick or treaters started wearing faces of characters from franchises like Peanuts, Star Wars, and Planet of the Apes. Of course, dressing up like your favourite Beatle was always a hit, especially if you could get 3 of your friends to dress up like the other members of the band!

During the 1990s, The Teenage Mutant Ninja Turtles made a huge splash. One of the most popular – and terrifying – Halloween costumes ever got its debut

at this time when Scream hit theaters and sent a new scare-fare trend surging.

The early 2000s returned to costume experiences of old, when dressing up heavily revolved around children's culture figures like The Wiggles and Bratz, or popular games such as the Rubik's cube.

Today, popular costumes ideas continue to come from TV, movies and politics. There's also a trend toward "meme costumes", for example, dressing up like Fake News or Identity Theft.

LOOK FOR THIS YEAR'S POPULAR CHOICES!

- Boo from *Monsters Inc.*
- Tonya Harding
- Black Panther
- Eleven from *Stranger Things*
- Edna, the fashion designer, from *The Incredibles*
- Wonder Woman
- Superheros from *The Avengers*
- Comic hero Harley Quinn
- Space aliens and robots

MATCHING COSTUMES

- For grown-ups – couples going as a witch and wizard, or taking the easy option with T-shirts that say things like, 'Mr and Mrs Zombie' or 'Pumpkin and Pumpkin'.
- For little ones – adorable Pebbles and Bamm-Bamm or culinary pairings like salt and pepper, ketchup and mustard or little sushi rolls.



Canadian Thanksgiving, 1930s Style

Canadian Thanksgiving has always been a celebration of thanks – thanks for the harvest, but also thanks for our family and friends, and the community that supports us. Thanksgiving is all about sincerity, authenticity, taking time to savour the moment. It's no wonder that it's also all about the food! Whether it's a gala meal or a simple offering, the main event of Thanksgiving is when everyone gathers around the table together. Many such dinners even include an invitation before the meal begins for everyone to state what they are thankful for this year.

In 1930, Maclean's magazine printed a featured article about Thanksgiving, including a suggested menu for the meal. It's interesting because the meal is not much different than today, with the exception that raisins and nuts were often set out as part of a meal in small dishes, reserved for that purpose.

The description of "the feast" is also a reminder to us all about the need to remember simplicity, nutrition, and the reason behind the occasion – to give thanks.

"It should be typical of the feast – festive enough to suit the occasion but not so elaborate that it taxes the purse unduly or makes too many demands upon the housekeeper's strength and time. Even for "company" meals, dietetic principles should not be entirely overlooked.

"Sometimes on holiday celebrations we eat "not wisely but too well," but the dietary habits of the present generation have made the groaning board less common. The simpler meal is now more welcome. But it must be well chosen, well prepared and served; each course delicious and combining to make the whole satisfying and appealing."

The 1930s Menu

Nuts	Honey Dew Melon Balls
Clear Soup	Cranberry Jelly Relishes
Roast Chicken	Roast Stuffed Turkey
Mashed Potatoes	Sweet Potatoes en Casserole
Baked Squash	Creamed Cauliflower
Celery	Molded Beet Salad
Spiced Cranberries	Pumpkin Pie
Jellied Fruit Salad	Coffee
Ice Cream & Caramel Sauce	Raisins

Some simple substitutions are provided, another reminder that everyone's celebration should suit their own needs and budget:

- Chicken may be substituted for the turkey
- Soup may form the first course, omitting the melon cup, or soup may be served as a second course if a more elaborate meal is desired. If soup takes the place of the melon, a fruit salad may replace the molded vegetable one.
- Instead of the pumpkin pie, mince pie or carrot pudding is acceptable and ice cream is always well liked.

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• Name of Fund: Managed Payout Sol. - Enhanced Plus
• NAV/Unit (August 31, 2018): \$6.3786
• Number of Units: 15,677.42
• Monthly Distribution/Unit: \$0.038

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Fall Fashion Fabric Trends 2018

Fashion fabric is a type of fabric intended for creating the clothing that meets the latest fashion trends. For fall 2018, fashion fabrics come in a wide range of designs. There are timeless options, such as embroidered tulle, delicate lace, tweed boucle and velvet fabrics, or seasonal fabrics like ombre silk organza, abstract art inspired prints, sequined, fur, and feathered fabrics.

Here are some of the season's favourites (and how to wear them)

Mixed Prints

Polka dots mixed with floral patterns, stripes and conversational prints, ethnic and checkered prints. Use as a coat, dress, even pants and jackets. Don't think you can pull it off? Look for a mixed print in a scarf, shirt; or wear with solid colours.

Checks

Checkered wools and cottons are everywhere in coats, suits, and shirts. If there is ONE trend to pick up on this season, pick a black and red check.

Leather, Silk Chiffon, Sequined Fabrics

A throw-back to the 1980's, you'll see these trends in dresses, mini-skirts, pumps and jack boots (military-look boots). Also look for glossy leather and vinyl on trench coats, even vinyl overalls!

Neon Animal Prints

The distinction with the animal prints for the upcoming fall and winter season is seen in the way they are placed together and in colours not natural to their patterns. No one has ever seen a ruby red leopard for example, or a bright yellow zebra, yet watch for them on scarves and ties!

Artificial Fur

You'll see it everywhere, from full outfits, skirts and coats, to simpler adornments on purses, shoes, or even belts.

Geometric

Creative geometric motifs come in a myriad of colour combinations and designs to add a modern zest to your fall wardrobe.

Tweed

This rough, woolen, open weave cloth is everywhere in suits, bomber jackets, skirts and pants. One of the most popular tweed patterns this fall is herringbone. Not your favourite? Add it on a purse, shoes, or a hat.

Heartland Knits & Prints

Get the look with wool and cotton knit fabrics in pretty country-like patterns that look like you're going to spend the night around warm fire in a log cabin!

Jacquards

Jacquard suiting has been all over the runway this year, with intricate floral patterns and stunning colors. Best for suiting, but also a great accent, even on a belt or baseball hat!



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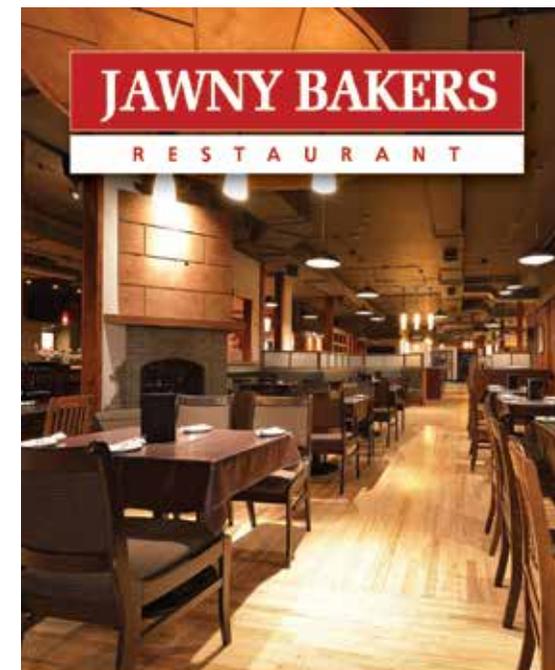
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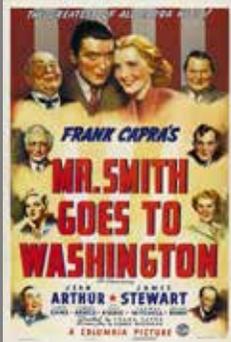
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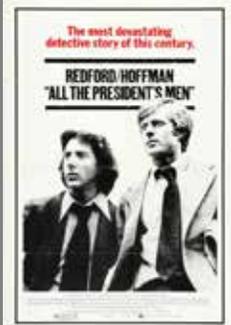
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Cast Your Ballots – Election Movies



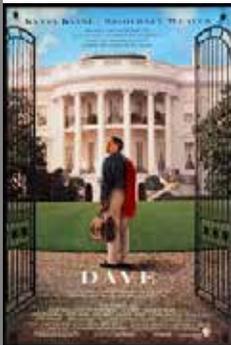
With Torontonians getting ready to cast their ballots for the upcoming municipal election, as well as our friends to the south getting ready for their very important mid-term election, Beaches|life is celebrating these films that are themed around our democratic right to vote.



Mr. Smith Goes to Washington (1939) Dir. Frank Capra; James Stewart, Jean Arthur, Claude Rains

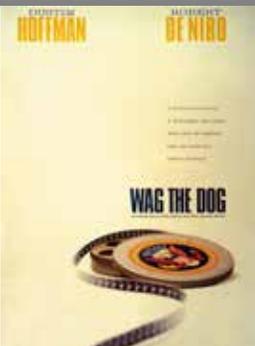
All the President's Men (1976) Dir. Alan J. Pakula; Dustin Hoffman, Robert Redford, Jack Warden

Dave (1993) Dir. Ivan Reitman; Kevin Kline, Sigourney Weaver, Frank Langella



In the Line of Fire (1993) Dir. Wolfgang Petersen; Clint Eastwood, John Malkovich, Rene Russo

Wag the Dog (1997) Dir. Barry Levinson; Dustin Hoffman, Robert De Niro, Anne Heche



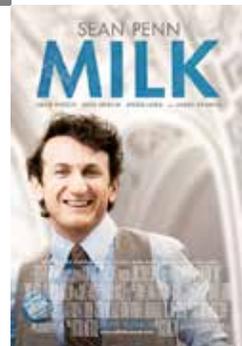
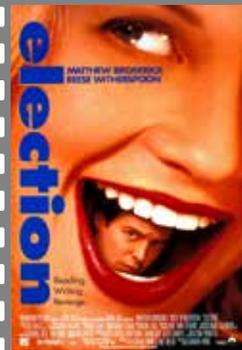
Election (1999) Dir. Alexander Payne; Matthew Broderick, Reese Witherspoon, Chris Klein

The Manchurian Candidate (2004) Dir. Jonathan Demme; Denzel Washington, Liev Schreiber, Meryl Streep

Napoleon Dynamite (2004) Dir. Jared Hess; Jon Heder, Efen Ramirez, Jon Gries

Milk (2008) Dir. Gus Van Sant; Sean Penn, Josh Brolin, Emile Hirsch

The Ides of March (2011) Dir. George Clooney; Paul Giamatti, George Clooney, Philip Seymour Hoffman



my.tech

The Long & Short of Home Projectors



If you are considering a home theatre, you can join the majority with a large television or really get the theatre feel with a high-definition projector.

There are questions you should ask yourself, such as: brightness, resolution, can it be mounted on the ceiling, but one big factor is how big is your room and how large a screen can you project onto? In the past, you would need a fairly large room to fit a big screen, but not anymore.

What is Throw?

Throw is the amount of distance needed between the projector and the screen to get the display size you desire. There are long throw, short throw and ultra-short throw projectors on the market to best suit your home environment. Of course, the shorter the throw, the more the device will cost.

The projector's throw distance is decided by its lens. Long throws generally being cheaper to build due to the quality of glass.

Long, Short & Ultra-Short Throw

All lens measurements are determined by how much distance the projector needs from the screen to create a 100" image:

Long throw projectors:

- a minimum of six feet between your projector and the screen
- lower price
- great for large halls or exhibition spaces

Short throw projectors:

- four feet or less between your projector and the screen
- great for square footage-challenged homes, apartments, or viewing areas

- comes at a higher cost, on average, anywhere between \$200-\$500 more on a comparable long throw projector

Ultra-short throw projectors:

- 15" between your projector and the screen
- commonly used for commercial applications but can be great in much smaller homes or apartments
- comes at a much higher cost due to its lens
- the lens is also less bright and works in very specific viewing scenarios

Which is Right for You?

Long throw projectors can be cheaper than short throw models, but they don't lend themselves too well to home theaters when there's only so much space between your couch and the opposing wall.

Short throws are great for family-room set-ups, but comes at a cost. Also, short throws don't adapt as well to further projection distances. If you think you may use your projector for other projects outside of a home, a long throw might be the better choice.

Ultimately, it's up to you, your space and where you will be using your projector. Once you've decided, this type of home theatre experience is the real deal – a great way to enjoy your favourite films and high-definition sporting events.



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my Secret Beaches Spot



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

Congratulations to Robert J. – the winner of August’s Secret Beaches Spot contest: *This Weeping Copper Beech is at Kew Gardens Park.*



Send us a photo of your Secret Beaches Spot with a brief description.

If we use it you will receive two Beach car/window stickers of your choice.



Email your photo: info@beachesliving.ca.

Health talk

Ear Health: Do You Hear What I Hear?



You may not think that your ears are the most attractive parts of your body, but they definitely are two of the most valuable! Ears are in charge of collecting sounds, processing them, and sending sound signals to your brain. Hearing is how we experience music and interact socially with one another. Our hearing also protects us from danger – a honking horn or someone warning us to move out of the way.

Your ears also help you keep your balance. When you move your head, fluid inside your ear canals tells your brain what you’re up to and how to compensate. In less than a second, your brain sends messages to the right muscles so you keep your balance.

How Your Ears Work

The way your ear picks up sounds is an amazing sound system. Each ear has three sections: the outer, middle, and inner ear. Inside the middle ear are three tiny bones designed to aid with sound transmittal. Each has a role in capturing the sound from the air, then relaying it back to the brain.

Earwax forms a barrier inside your ear canal. It is sticky so it can trap debris and particles and protect your ears.

Ear Care

One in every 10 Canadians has some degree of hearing loss. But there are things everyone can do to protect their ears, and in turn, protect their hearing.

Keep Your Ears Warm & Dry

Your mother was right. When it’s cold, you should wear a hat. Constant exposure to cold weather allows knobs of bony growth to appear on the bone surrounding the ear canal, which interferes with hearing and also increases the risk of infection.

Never Stick Anything in Your Ear

Your ear actually cleans itself, and sticking anything in can push earwax further into your ear or cause damage to your ear.

Adjust the Volume

Most of us love listening to music. Unfortunately, listening can take a toll on our ears. Keep the volume down and wear protective devices when you’re exposed to loud noise for long periods of time.

Fun Ear Facts

- Your earlobes never stop growing because they are made of cartilage. In addition, the effects of gravity mean that they tend to elongate as we age!
- You can never “turn off” your ears. Although the brain processes sounds differently when you are asleep, they still hear and process sound.
- The oldest Egyptian mummy ever found (who lived over 5,000 years ago) had pierced ears.

Connecting you with your customers

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Fall TLC Sort & Store

Fall is the perfect time to take care of home repair projects before shorter days as well as ice and snow make outdoor work difficult. It's also important to put away summer items properly (cleaned and in good repair) so when you pull them out next spring, they're ready to use.

Check Out These "To Do's":

We have beautiful trees in Toronto, but it means that gutters and downspouts have to be cleaned spring AND fall. Clogged gutters can cause water to pool and damage your roof or siding, especially when these freeze.

Clean and Put Away Garden Tools

Trowels and shovels need to be put inside a shed or shelter, cleaned and ready for next spring. As you clean your tools, make note of any rust that isn't easily removed. Use steel wool to take off any visible rust and prevent rust from returning, coat metal parts with a thin layer of oil, such as WD-40

For storing garden tools use this tip. Fill a bucket with fine sand, moistened with automotive oil, and stand tools upright in the bucket. (5 gallons of sand to half a cup of oil)

Watering Tools & Pipes

If there's water inside the enclosed part of a hose, watering wand, or sprinkler, it could burst, split, or crack. So drain all the water from your watering tools and store them in a dry location out of the sun (sunlight can degrade hoses).

Also protect your pipes from freezing temperatures by shutting off water to exterior faucets before the weather dips below freezing.

Remove/Cover Window A/C Units

If you used window air conditioning units in the summer, remove them before the weather turns cold. If you must leave window A/C units in, cover the

entire exterior of the unit with an insulating wrap to keep cold air out.

Clean Dryer Vents

Lint buildup in dryer vents can make your dryer work less efficiently and even cause a fire. You can hire a duct cleaning specialist to clean the vents for you, or clean the vent yourself.

Schedule a chimney cleaning and heating system maintenance.

Making sure your chimney and furnace or boiler are cleaned, maintained and in working order before you need to turn on the heat is an important safety measure.

Wood Decks

Your deck needs a bath before winter sets in. Otherwise, mold, fungi, and mildew can grow and stain the surface for an unhappy surprise next spring.

Sweep off any debris and then scrub with deck soap.

Outdoor Furniture

The type of furniture determines how you winterize it, but like everything, a good cleaning is essential. Ensure your cushions are ready for next summer. Clean with a little soap and water (not in the washing machine) and let them air dry before storing or covering them.

Sort, Toss, Give-Away

As you repair and clean, put aside items that either go out in the trash, or hopefully, you can give away at a local charity or yard sale.

Business Visionaries What Can You Learn?

Take a moment to think “big” for your business. Back away from looking at what you are doing every day. Look instead at other successful business owners and ask yourself, “what have these successful men and women learned that I can apply to my business?”

It's both instructive and inspiring to see how many extremely successful people often share the same tips. Here are a few real life examples:

1. Focus on the Problem-Not the Money

Elon Musk, business entrepreneur and investor, has several roles including founder of SpaceX; co-founder, CEO, and product architect of Tesla. Musk says that, business owners tend to get caught up in the idea that a single big break will make you a lot of money. But focusing only on the money can hurt you.

According to Musk, you need to think about the user's problems and how you can solve them. This ensures that there is true value behind your business idea, and the money then follows!

2. Don't Be Afraid of Failure

If your house burns down, learn from it, says Canadian entrepreneur and Dragon Den judge, Arlene Dickinson. This tip is shared by most highly successful people. Mark Cuban, Bill Gates, Sara Blakely (Spanx), Steve Jobs, Richard Branson all tell us that failure is a natural part of the learning process. If you are scared of taking chances, the results can be worse than failing. Give it your all—in good times and bad.

3. Focus on the future

Following the dot-com crisis in 2000, Amazon could easily have gone out of business. But CEO Jeff Bezos focused on the future: He saw that Amazon had what it could take to build an important and lasting company.

“It's all about the long-term,” he wrote in a letter to shareholders, explaining that Amazon's decisions going forward would be based on its goal of long-term market leadership—not short-term profits.

4. No excuses

Led by Steve Jobs and now, Tim Cook, Apple has always held up the importance of holding people responsible. Apple doesn't have committees. “At Apple,” wrote Jobs in his book, “you can find out exactly who is responsible. There is no room for excuses. If you're leading a team, you better do your job.”

5. Education is part of what sells

Martha Stewart was raised by two schoolteachers, which taught her to respect education. She makes sure that the information she publishes is as well-informed as it can be. Her vision has made her a recognized expert in all things to do with home and lifestyle management.

6. Have a relentless focus on the customer.

Nadia Shuaib, one of the winners of the Canadian Entrepreneur of the Year Award, grew a home-based electronics business into a multimillion dollar e-commerce company within two years (Budget Electronics).

Even as she scales her business, Nadia continues to send handwritten thank-you notes for every order.

Giving Back the Envy Way



This past August, Yasmin Boga did what has always been second nature to her – helped someone out in the community. After heroically saving three people from drowning, a man had his wallet, shirt and sunglasses stolen. Without a second thought, Yasmin replaced his glasses as a gift. “It was the least I could do,” she says.

Yasmin is owner of Envy Eyewear Boutique, established in the Beaches 11 years ago. Yasmin has always believed in giving back. And in recent years, there's been a global component to this family business' work.

It started with Yasmin's father, Dr. Amirali Boga, who many remember as the ophthalmologist at Envy Eyewear Boutique. When Dr. Boga retired in 2015, he joined a missionary trip to India the next year with the Global Kindness Foundation, a Canadian-based charity that provides dental, medical, and optical services to people in need worldwide. Yasmin then travelled to Zanzibar, Tanzania in July 2017 to be part of the mission. To this day, Yasmin and her family continue to support eye care overseas through the Foundation, and she looks forward to future trips.

Most of the time, however, Yasmin is busy running her business, which continues to serve loyal customers who love the fact that they take care of their eyes as well as select their frames all at one location. She recently brought in five new collections of frames for her 2018 collection; beautiful frames from France, Italy as well as a popular line, Retrosuperfuture for sunglasses. All frames are selected by Yasmin herself, who visits optical trade shows around the world where designers showcase their products.

“Today's frame trends include plastic frames and metal,” she tells us, “Customers love the fact that

these are lightweight.” Metal varieties include titanium, carbon fibre and aluminum. Round shapes are trendy around the world, as well as large frames. Yasmin was particularly aware of the “round frame” trend when attending a New York show last March. “They're not for everyone” she advises.

Gone are the days when people had their “one pair of glasses”

“One pair does not suffice for every occasion,” she says. Many have at least three pairs, including sunglasses and perhaps a task-specific pair. And when someone suggests that they only need one pair, Yasmin asks them, “So how many white T-shirts do you need, or pairs of blue jeans?”

Yasmin has been in the industry 21 years. She has always wanted her own business, and after studying business at university, she continued and completed the comprehensive Opticianry program at Georgian College. With much research, she found that a Beaches location on Queen Street was available. The right location and right community for her to set off on starting her own business.

A true family business, customers often see Yasmin's husband, Moe, visiting at the store when he has a moment, helping where he can, even though he has his own business commitments. As for Yasmin, she's enjoying the fact that after years of commuting, they both are now in the Beaches community.

“The shop is also expanding,” she says, “So come by. We're adding a second optometrist, and just recently changed to extended hours for eye exams. It's been a good year.”

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