Beaches
Autumn – October/November 2017

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HIGH FASHION ON YOUR BACK
FALL INTO HEALTHY LIVING

INSPIRATION THROUGH ART & EDUCATION
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WINNER

2017

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Beaches life magazine is the sister publication of Beaches Living Guide (established 2004). Beaches life magazine, with a circulation of 20,000, is delivered six times a year, free of charge, to the majority of households and businesses in the Greater Beaches Area.

From Hollywood to First Nations, from actor, dancer, choreographer to director and educator, Michael Greyeyes truly has it all! Recently as a featured Canadian actor he attended the 42nd Toronto International Film Festival (TIFF) for the world premier of Woman Walks Ahead, directed by Susanna White, starring Oscar nominee Jessica Chastain as Catherine, and Michael as legendary Sioux chief Sitting Bull.

Later with his family, attended another Canadian premier film, Indian Horse, in which his oldest daughter Eva Greyeyes made her first film debut. Eva is currently a high school student in Toronto. “She truly has a natural ability,” says her proud father.

Getting to know Michael beyond a teacher or actor gives you a glimpse into the extent of his contribution to Canadian performing arts, and in particular, Indigenous artists and performing groups across the country.

Michael is a Plains Cree from Muskeg Lake First Nation in Saskatchewan. He was born in the small community of Balcarres, Saskatchewan, and then grew up in Saskatoon. Both parents were First Nation, and both attended residential schools in that province. Years later, Michael created a dance-opera called Bearing about the impact of residential schools both past and present. Bearing premiered at Toronto’s Luminato Festival in 2008.

“The value of art,” says Michael, “is to illuminate, elevate and inspire. I believe that it is through art that we can find a true mechanism for change.”

When he was ten, Michael was the first Indigenous boy accepted into Canada’s National Ballet School. He has a Master’s Degree in Fine Arts from the School of Theatre and Dance at Kent State University, and graduated from The National Ballet School in 1984. He performed as a classical ballet dancer with both The National Ballet of Canada and with the company of Eliot Feld in New York City, where he performed in roles created for him in such ballets as Common Ground and Bloom’s Wake.

He soon turned to choreography and directing his own theatre work. In 2010, Michael founded Signal Theatre, a Canadian non-profit theatre organization with a mission to create new theatre works that included dance, opera, music, design and the spoken word.

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Your comments and suggestions are welcome.

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DISCLAIMER: Beaches life makes every attempt to verify all information published in this magazine, however, we assume no responsibility for any incorrect or out-of-date information.
Even the selection of *Woman Walks Ahead* by TIFF as a red carpet gala was an important statement. “TIFF is very tightly curated”, he says, “So just to be one of the few chosen for a gala premier was fantastic.”

As an associate professor at York University, Michael has been teaching at the world-renowned Theatre Department, Centre for Film and Theatre for the past 13 years. People may recognize him from many of his film and television roles over the past 30 years. His most recent role, Qaletaqa Walker in AMC's "Fear the Walking Dead", begins its third season this fall. Feature films include “The New World” and *Passchendaele*. Other TV work includes appearances in *Law and Order: Criminal Intent*, the title role in *Crazy Horse*, Tecumseh in *Tecumseh’s Vision* and mini-series such as *Klondike*, *Saints and Strangers* and *Dreamkeeper*.

Many projects in which Michael has been involved as an actor, choreographer or director feature Indigous themes, stories and Indigenous performers. His opera work, entitled *Pimooteewin (The Journey)* is the first opera written in the Cree language. The work toured to northern communities in Ontario in the spring of 2009 and 2010. Signal partners with numerous Indigenous art groups including the Native Earth Performing Arts and the imagineNATIVE Film + Media Arts Festival.

As for indigenous art in Canada, Michael is very optimistic. He sees great things ahead, given the many talented writers such as Marie Clements and Kenneth Williams, and theatre companies such as Signal and Native Earth Performing Arts. A highlight was the recent announcement that there would be a new Indigenous Theatre Company at the National Arts Centre in Ottawa, to be launched in 2019.

Michael, his wife Nancy and daughters Eva and Lilia live in central Toronto. Currently on sabbatical from his post at York University, he is starting season three of *Fear the Walking Dead* and getting ready for the premier of his next big work, the staging of Claude Vivier’s *Zipangu*, a co-production between Soundstreams and Signal.

Currently he is waiting for news about the Indie film *Woman Walks Ahead* to be picked up by an agent or distributor.

Red Sky Performance

...continued from page 5

**Find all the inspiration you need to enhance your home this fall at LivingLIGHTING. Visit us today to view our wide array of on sale fixtures and décor items. Our experts can help you find exactly what you’re looking for. Some quantities and styles are limited. Sale ends November 26, 2017.**
The great children's writer Dr. Seuss has many great quotes that we all love. One favourite is this: “Today I shall behave, as if this is the day I will be remembered.”

Dr. Seuss clearly understood the idea of leaving behind a legacy, not just once but every single day of our lives. A legacy is the impact you make on the world all the time just by the way you live.

A legacy is totally different than success. It has to do with how you make others feel, how you live your values with everything you do. Like Dr. Seuss advises, if you help someone out today, tomorrow that is what that person will remember about you.

It's your legacy that people remember, and not just at someone’s funeral. You are remembered when you move away, attend school in another city or province, retire after years of working, move schools (if you are a teacher), even travel for an extended period of time.

Although thinking about our legacy may remind us of death, leaving behind a legacy is really about life and living. It is about putting our life into perspective – making conscious choices about the kind of life we want to live and the legacy we wish to leave behind. A legacy isn’t only about leaving what you earned but what you learned. It doesn’t call for wealth, fame or even taking giant steps – you don’t have to be a Gandhi or a Mother Teresa to leave a positive mark right now, one that will linger long after you’re gone.

◆ A retiring company’s president might leave a legacy of honesty and integrity
◆ An entrepreneur may leave a legacy of hard work and respect
◆ A parent may leave a legacy of how to love unconditionally

A legacy can also be something you do for someone that will always be remembered:

◆ A grandfather may teach his grandson or daughter how to fish. When that child grows up, will always remember learning the technique.
◆ A teacher may leave a legacy with students on the power of books to teach and inspire
◆ A friend stays on your side during a difficult time in your life. You never forget what that friend did for you – that is the legacy he/she leaves with you.

We all have the opportunity to make a difference. Working towards a legacy in both our business and personal lives, keep us motivated and performing at our peak. It gives each of us a higher purpose to our life and work. By thinking in terms of a legacy, we get a different kind of energy because we’re no longer just “doing work,” we’re building that legacy. You can feel its power.

So next time you have a quiet moment ask yourself, “if I wasn’t here tomorrow, if I moved...”

◆ What would I want people to say about me?
◆ How have I helped other people?
◆ Have I done my best, given everything that I’ve got?
◆ Will others remember me for who I am, or how I have made them feel?
Fall’s Pumpkin Harvest – Fun & Good for You

Many farms in an around Toronto offer the perfect fall adventure—pumpkin picking. For those looking for a great outing with family or friends, the pumpkin patch isn’t the only thing you’ll find at these harvest events. Most include various fall activities related to farm living, such as apple picking, hay rides, crafts, a fresh vegetable market, tours, even pig races and corn mazes!

Here are some of the best offerings this fall. Check for optimal visiting times! Most require an affordable admission for all or some of the activities.

**Albion Orchards** (Caledon) apple farm and country market selling pumpkins of all shapes and sizes.

**Andrew’s Scenic Acres** (Milton) comes with wagon rides and a field where you can select your favourite pumpkin from 5 lbs. to 80 lbs. Take a 90 minute guided tour around the farm to view the fall colours.

**Brooks Farms** (Mount Albert) Enjoy a Fall Fun Festival all October. Entrance fee includes access to the Barnyard Playland, pig races and a pumpkin cannon show.

**Cooper’s CSA Farm & Maze** (Zephyr) A genuine, un-commercialized visit to a real working farm offering lots for the family to enjoy including a 10-acre Game of Thrones themed corn maze, asparagus mini maze, hay climb and wagon rides.

**Downey’s Farm Market** (Caledon) is all about fall fun. Select pumpkins, take a ride on a wagon, walk through their corn maze, say hi to the farm animals and indulge in tasty treats.

**Forsythe Family Farms** (Uxbridge) runs their annual Harvest Festival from Thanksgiving weekend until Halloween. Includes pumpkin picking, corn maze, wagon rides and an animal cuddle station.

**Pingle’s Farm Market** (Hampton) wagon ride to the pumpkin patch. Open daily offering farm activities like an 8 acre corn maze, mini-golf, sandbox and visits to the farm animals.

**Reesor’s Farm Market** (Markham) has pumpkins to choose from in all sizes, vegetables to buy and a corn maze. Closed Sundays.

**Springridge Farm** (Milton) Harvest Festival runs every weekend in October. Find a wide variety of pumpkins or take in a puppet show, wagon ride, pipe slides or visit the farm animals.

**Whittamore’s Farm** (Markham) famous for Pumkinland and Harvest Festival weekends. Admission includes a spooky forest, mazes, swings and shows.

**Eat Pumpkin for Health!**

Many people tend to think of pumpkins as little more than just a Halloween decoration or a Thanksgiving pie filling, but pumpkin is an extremely nutrient-dense food.

Pumpkin is one of the best-known sources of beta-carotene, a powerful antioxidant that gives orange vegetables and fruits their vibrant color. Beta-carotene is converted to vitamin A in the body once it is eaten, a vitamin necessary for health vision, skin and brain health.

Consuming one cup of cooked, canned pumpkin provides over 100 percent of our daily needs for vitamin A, 20 percent of the daily value for vitamin C, 10 percent or more for vitamin E, riboflavin, potassium, copper, and manganese, and at least 5 percent for thiamin, B-6, folate, pantothenic acid, niacin, iron, magnesium, and phosphorus.
As the days get shorter and the temperatures drop, change is in the air. It’s the perfect time to fine-tune your health. By making just one or two small changes, you’ll soon see results.

These easy health-boosting tips are sure to give you a fresh start this fall:

1. **Stay Calm and Visit with Friends**
   After a summer where we all return from different vacation trips, fall is a great time to coordinate schedules again and set up time to meet with friends. Stress can melt away the moment you make contact, in person or by phone, with someone you care about, or someone you haven’t talked to in a while. The positive emotions make you feel good, and the power of listening to one another broadens our perspective on life and our own challenges.

2. **Embrace New Food Guidelines**
   Turn over a new leaf by following the recommendation that ½ your dinner plate should be vegetables, ¼ carbs and ¼ meat. If you focus on making most of your meals look this way, you’ll automatically be following sound nutrition guidelines and choosing appropriate portions—without having to pull out a nutrition guide or a measuring cup every time.

3. **Get Creative With Fitness**
   Improve your fitness this fall by picking activities you know you’ll continue to enjoy after the first few days! What do you like doing best? Consider a daily walk, or taking a class in boxing, dancing, yoga or Tai Chi. Perhaps this is the fall that you invest in a Fitbit and start counting your steps!

4. **Health Check Ups**
   Now is a good time to schedule some of those important medical tests intended to prevent issues before they happen. This includes scheduling an appointment to get your blood pressure and cholesterol checked, and to see if your blood glucose levels are healthy. Book that mammogram and for men of a certain age, have your prostate checked. Add a visit to an eye doctor and dentist.

5. **Respect Sleep**
   Resist trying to get more done than you can into one day. Sleep is how our bodies regenerate and sleep is known to lower stress. Know how many hours of sleep work for you and schedule sleep when you need it. At night, avoid bright light within two to three hours of bedtime because it might delay your sleep onset. Turn off electronic devices and make sure the room is dark and cool. In the morning, get outside within 5 minutes of getting up and expose yourself to bright light for 30 minutes.

6. **Love Those Beans**
   Nutritionists recommend that you do one thing to improve your diet this fall, eat 3 cups of beans each week. Besides being a comfort food, beans add flavour and texture to your meals, whether they are in soup, chili, or casseroles.

7. **Stay Positive and Remember to Smile**
   Focus on the good that happens each day rather than the challenges and frustrations. Find ways to forgive and let go. The more you smile, the more effective you are at breaking the brain’s natural tendency to think negatively.
During the fall there’s nothing quite like biting into a fresh, crisp Ontario apple! You can even visit an orchard and pick your own. (see our feature on Pumpkin Picking!)

Apple trees produce thousands of varieties of apples and grow in almost every corner of the globe from Japan to Madagascar to South Africa, New Zealand, Russia, China, England, France and across much of North America. In Ontario, our major apple-producing areas along the shores of Lake Ontario, Lake Erie, Lake Huron and Georgian Bay produce about 15 varieties.

An “apple a day” is an old saying that nutritionists still tell us is a good idea. All apples are very high in pectin – a soluble fibre necessary for good digestive health. Apples are also a good source of Vitamin C and are packed with flavonoids, which research suggests may assist with reducing the risk of heart disease, cancer, stroke, asthma, and Type-2 diabetes.

APPLES, AUTUMN’S PERFECT FRUIT

Here are Ontario’s Top Apple Varieties

McINTOSH: deep red color with green background – great for cooking.
RED DELICIOUS: deep red, elongated shape and five bumps on bottom – sweet for eating.
EMPIRE: dark red – a cross between McIntosh and Red Delicious
IDARED: bright red with greenish-yellow patches – great for pies and applesauce.
CORTLAND, bright red with yellow cheek – great for snacking.
CRISPIN or MUTSU: greenish-yellow exterior with an orange blush – great for eating.
GOLDEN DELICIOUS: yellow or greenish-yellow exterior – sweet and soft for eating, best for drying.
SPARTAN: dark red skin – good for eating and cooking, cooks up nice and soft.
NORTHERN SPY, red-striped skin with green color – number one baking apple.

Awesome Apple Ideas!

- When making baked goods, substitute half the cooking oil with applesauce – fewer calories and no difference in taste.
- Chopped apples are delicious in tuna salad
- Thinly slice apples in your next grilled cheese sandwich (delicious with aged cheddar or brie)
- Storing cakes and baked treats with half an apple, keeps the cake fresh longer.
- Pick a firm, crisp apple like a Granny Smith or Crispin
- Core, slice in thick rounds or wedges.
- Brush with butter.
- Grill 2 to 4 minutes per side to warm.
- Brush with cinnamon and butter
- Serve with ice cream, custard, Greek yogurt or alongside meat such as pork.

Baked Apples

A great dessert for one or many!

- Dig the core out of any apple, being careful not to cut through to the other end.
- Stuff empty core with a mixture of butter, brown sugar, cinnamon, oatmeal, raisins.
- Place in a baking dish with no cover
- Bake 350 for 15 minutes or microwave for 2-3 minutes, until soft.

Grilled Apples
Travel sacks go in and out of style. So do briefcases, messenger bags, fanny packs, and duffel bags. But this fall, the fashionable choice in bags is the backpack, the most ergonomic and healthiest for your body. These are not hiking packs! These attractive and functional bags take you to work, school, out for dinner, or out on the town.

Think of a backpack like instant youth, in the form of a bag. Super fun backpacks come in plush materials in shades of white and orange, which are perfect for a casual day. Others are adorned with bling, making an instant fashion statement.

For fall 2017, designers are showing all kinds of backpacks for women and men, paying attention to fabulous fabrics, adornments and strap details. Versace has given the backpack a rock climbing chic, thanks to a mixture of plastic straps and silver attachments. Fendi has designed two-in-one backpacks with large straps, so they can be carried or worn on the back!

Glam Rock – Available in popular fall colours such as pink, grey/purple and soft yellow, look for leather, suede or even velvet, adorned with glam-rock studded embellishments and fancy “statement” straps. Wear to work, school or out on a date.

Texture and Bling – It’s all about the fabric—these backpacks want to be touched! Available in brocade, shiny metallic, embroidered fabrics, denim or faux fur, they adorn any outfit, and are found in regular and mini sizes.

Hipster Functional – Going for the hipster look? If your work allows you to wear jeans and sneakers, there’s no need to go formal on the bag. Pick a simple backpack in fabric or leather, perhaps with some extra detail on the straps.

Small but Flashy – The mini or super small backpack is a favourite of pop star icons like Selena Gomez and Kylie Jenner. An everyday essential, the mini is just big enough for keeping your wallet, keys and glosses close while keeping you hands-free. Perfect as club wear or a night out.

For Guys – Backpacks are a classic staple in any man’s wardrobe. Men’s backpacks tend to be large enough to fit a laptop—of course. Twill cotton in muted shades of blue, taupe or charcoal, elevate the classic backpack into a sophisticated, yet sturdy, any occasion bag. Like we see in women’s styles, look for details on the straps. Classic leather says sporty plus suave and stylish.
Ontario has a rich beer culture with tastes inspired by our varied landscape. There's no better way to enrich your fall than with a sampling of craft beers, ciders and nibbles from various best beer festivals in and around Ontario.

Enjoy a Great Lakes brew, Muskoka Ale, Prince Edward County Pilsner, or a Niagara Region lager at one of our 232 breweries.

**Must-Visit Beer Festivals**

**K-W Oktoberfest** – Oct. 6-14, all day
Canada's greatest Bavarian festival, Kitchener.

**Brewer’s Backyard: Torontoberfest** – Oct. 9, 11 am-5 pm
Evergreen Brick Works, Toronto

**Windsor Craft Beer Festival** – Oct. 13-14, all day
Olde Walkerville, Windsor

**Mississauga I ❤ Beer Fall Festival** – Oct. 14, 1-8 pm
The International Centre, Mississauga

**Evergreen’s Feast and BBQ** – Oct. 14, 7 pm
Evergreen Brick Works, Toronto

**Fresh Hop Fest** – Oct. 18, 6-10 pm
Berkeley Church, Toronto

**Cask Days Beer Festival** – Oct. 20-22, all day
Evergreen Brick Works, Toronto

**Ottawa Valley Craft Beer Festival** – Oct. 21, all day
Best Western Pembroke Inn & Conference Centre, Pembroke

**Kingston Craft Beer Fall Festival** – Oct. 21, all day
The Brooklyn, Kingston

**Homegrown County Craft Brewing Festival** – Oct. 21, 11 am-7 pm
Crystal Palace, Picton

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Full details and listing for all above events: momandhops.ca/brewery-listing/

**Visit the Niagara Beer Trail!**

Here’s a great idea! Take the niagara beer trail and be introduced to a wide variety of beer styles that take a new spin on traditional tastes and brewing methods. Each batch of beer is brewed fresh, with minimal and natural ingredients, many of which are produced locally. On tap you will find a wide range of lagers, ales, english bitters, stouts, special seasonal brews, and fruit infused drafts that are one of a kind.

niagaragreenbelt.com/site-map/935-niagara-beer-trail-.html

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**Rorschach Brewing Co.**
1001 Eastern Ave. 416-901-3233

**Godspeed Brewery**
242 Coxwell Ave. 416-551-2282

**Left Field Brewery**
36 Wagstaff Dr. 647-346-5001

**Radical Road Brewing Co.**
1177 Queen St. E. 647-794-7909

**The Brew Box Company**
276 Carlaw Ave. #218b 1-844-273-9269

**Hogtown Brewers**
262 Carlaw Ave. #107 416-453-7557

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Who doesn’t like to get a little scared now and then, especially at Halloween! These films have come to us from Beaches life reader, Ferris Mohammed. They are a mixture of well-known horror classics, some lesser known gems and one for the whole family to enjoy together.

- **Plan 9 from Outer Space** (1959) Dir. Ed Wood Jr; Maila Nurmi (Vampire), Bela Lugosi, Criswell
- **Carnival of Souls** (1962) Dir. Herk Harvey; Candace Hilligoss, Frances Feist, Sidney Berger
- **It’s the Great Pumpkin Charlie Brown** (1966) Dir. Bill Melendez; Charlie Brown, Snoopy, Linus
- **Night of the Living Dead** (1968) Dir. George Romero; Duane Jones, Judith O’Dea, Karl Hardman
- **Suspiria** (1977) Dir. Dario Argento; Jessica Harper, Stefania Casini, Flavio Bucci
- **Halloween** (1978) Dir. John Carpenter; Donald Pleasance, Jamie Lee Curtis
- **Beyond the Darkness** (1979) Dir. Joe D’Amato; Franca Stopp, Cinzia Monreale, Kieran Canter
- **The Gates of Hell** (1980) Dir. Lucio Fulci; Christopher George, Catriona Macoll, Carlo De Mejo
- **Demons** (1985) Dir. Lamberto Bava; Geretta Geretta, Urbano Barberini, Natasha Hovey
- **The Return of the Living Dead** (1985) Dir. Dan O’Bannon; Linnea Quigley (Trash), Clu Gulager, James Karen

Don’t be one of them. You need a company that’s more than a website or data breach specific coverage. You need an established institution that understands all the potential threats, how to prevent them and how to restore any damage done. You need IDShield. Proactive affordable legal and identity theft services.

For More Information, contact

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anita@anitasarda.com
416.806.9967
Protecting Your Valuable Memories

Many travel through the summer or get together with friends and family they haven't seen in months or years. Our photos are precious reminders of these wonderful times, whether we are with family in our backyard, or trekking through the Alps. Don’t let the failure to back up your photos take away those memories. The technology is available, easy to use, and available at very reasonable prices.

- Travel with a thumb drive so you can transfer photos off your phone/camera. This is essential if you take a lot of photos and need the space. It also gives you an extra back up until you get home.
- Long term, you can’t go wrong with an external hard drive, still one of the most cost effective, secure and convenient ways of backing up photos and other data.
- Check out various, easy to use apps for cloud storage. Most come with an initial amount of free storage and then you pay per month depending on how much you require. Prices for storage have been dropping. For a few dollars a year you can protect your precious memories without worry!

Google Photos – All android phones come with Google Photos preinstalled. It’s a gallery app, a photo editor, and a backup tool all in one. The storage is free and unlimited.

iCloud – For Mac users, iCloud Photo Library is available for all your photos from all your Apple devices. Any changes you make to an image will be replicated on all the devices too. iCloud gives you 5GB of free storage and then you pay.

Microsoft OneDrive – Microsoft has its own automatic photo backup tool: OneDrive (formerly known as SkyDrive). OneDrive is both a generic cloud storage tool and a photo-specific backup tool (like Google Photos). Free space is limited to 5GB but you can increase if you sign up for a personal account.

Shoebox – Shoebox is a great option that can upload photos from Facebook if you give permission. It has a very clean, easy-to-use, ad-free interface that’s also very simple to use. The plan includes unlimited photo storage of up to 10.6 megapixels.

Amazon Prime Photos – Amazon Prime members are now entitled to free shipping as well as unlimited photo storage for up to 5 people for as long as you’re a subscriber. The service has an auto-tagging feature similar to OneDrive so that you can search for “beach” and only get photos from your collection that includes the beach.

Flickr – Flickr was one of the earliest photo and video cloud storage providers in the market. Flickr includes 1 Tera Byte of storage for all its plans, which is a lot for most users. But if you want more, you have to open a new separate account.

Dropbox – The service is available cross-platform, and quickly is becoming popular. It is easy to share links to albums, and to use the desktop software to drag-and-drop files. In addition, hi-res images are supported and there are no file size restrictions on Dropbox Business. It’s also very quick to enable the auto-uploading of photos (WiFi or cellular when using a mobile app). Free storage is limited to 5GB.

Do you recognize it?
Tell us where the Secret Beaches Spot photo was taken, and you could win two Beach car/window stickers of your choice.

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

Congratulations to Robert B. – the winner of August’s Secret Beaches Spot contest: the foot of Fernwood Park Avenue.

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 to: info@beachesliving.ca.

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Working as an electrician, one day Joe Rizza got tired of “just talking to wires” so he announced to his wife Carm, “I’ve always wanted to be a hairdresser.” That was 20 years ago, and as Joe tells the story, while he was telling Carm the news, he picked up her curling iron at the wrong end and burned himself!

Despite this initial start, Carm got on board with the idea. Joe attended hairdressing school, and as they say, “the rest is history.” Their first salon, Hair Dynamix, had been in the beach over 30 years. Joe and Carm became the new owners in 1998 and grew the business to be one of the most successful salons in the east end. Then after 20 successful years on Queen Street, in November 2016, they opened another location on Gerrard, called Salon G Rizza.

The name of the business, G Rizza, is actually Joe’s name. His birth name is Giuseppe, which translates as Joe in English. They are celebrating the one-year anniversary of Salon G this fall.

True partners in business and in life, Carm and Joe were childhood sweethearts. Both were raised in the Upper Beaches in the Main and Danforth area. After living in Sicily for 6 years, Joe’s family had moved in across the street from Carm on Oak Park Avenue. They both attended the same elementary school in Grade 7 at St. Brigid Catholic School. Then in 1992, they were married.

Joe loves the up-and-coming neighbourhood vibe of Gerrard Street East, known for many years as Little India. “It’s a great salon in a great neighbourhood to be in,” he says. He’s also excited that the salon is the first stand-alone salon of its kind in the neighbourhood, very modern and stylish. “We are not just a chair in the back, we’re a full service salon and spa. He describes a typical visit at their new salon by a family. Both parents and kids come in together, dad watches the kids while mom gets her hair done, then its dad’s turn, then the kids—a real family affair.

As a family-run business, Joe quickly refers to the staff at Salon G as family as well. Currently there are three stylists and a fourth about to join, as well as the spa aestheticians. “Our staff works with us, not for us,” he says.

The salon offers all the services of a hairdressing facility, with hair colouring (full, partial, highlighting and just roots) as well as cutting and styling services. It also offers spa services such as facials, eyelash treatments, manicures, pedicures, threading, hair removal, massages, ear piercings, and facials. As a spa specializing in Dermalogica, all skin care is provided through products by the leading skin-care company. As a L’Oreal Professional hair salon, hair products are almost exclusively by L’Oreal.

“We also provide another brand for those who want a fully organic hair colouring,” says Joe.

Another feature at the salon is the Espresso machine so clients can enjoy a latte or cappuccino.

As both a couple and business partners, Carm and Joe see both salons as an extension of their family. Joe does what he loves best, cut and style hair, and Carm oversees business operations. “I’m one of the voices you hear when you call and one of the first persons you will see when you come into the salon,” she says. And Joe adds, “We are here to give you the best hair experience you’ve ever had.”

Salon G Rizza Hair & Spa
1403 Gerrard St. E. | 416-466-4247 | salongrizza.com
**What’s Your Sign?**

There’s an old saying that a business with no sign is a sign of no business.

Recent studies found that 40 percent of shoppers make quality assumptions about a business based on whether that business has a clear and attractive “identity sign”. And over half have failed to find a business because of an unclear or undersized “identity” sign.

In today’s competitive environment, “Open for Business” isn’t good enough. You need an identity sign that serves as a reflection of your brand beyond just the name of your company. It could be a banner, a back lit sign, letters on an awning or graphics on a window.

A business with a sign that’s damaged, faded, too small or partially hidden is also a bad sign!

Next time you have a few minutes to spare, go outside your building and use this handy checklist to check your sign:

- ✔ Is your sign in good shape, large enough to be seen from a distance?
- ✔ Does it have your brand colours?
- ✔ Does it make your business look modern?
- ✔ Is your sign in good shape, large enough to be seen from a distance?
- ✔ Does it make your business look modern?
- ✔ Does it have your brand colours?
- ✔ Is it clear to realize what are you selling?
- ✔ Does it entice someone to come in and talk with you?

Once you’ve got a great sign, then what?

**Create a Buzz**

When you create “a buzz” about your business, everyone starts talking about your services and products, and then spreads the word to all their friends and family. With today’s social media tools, a “buzz” can be created quickly through comments and photos that spread quicker than it takes to open the door!

Hold an event, and consider a fun display or something intriguing that attracts people to your store. Provide a discount or free gift for anyone who comes to the store and has their photos taken with the store manager (or store clerk). Again, watch the Facebook and Instagram posts soar!

One downtown store recently welcomed guests with an acrobat on stilts. Before the day was out, photos of the acrobat in front of the store name were being exchanged around the city even around the country!

Be specific!

Advertise in a way that speaks directly to your best customer, for example, “Favourite product for new mothers”, “Best gift for dad” or “Most Popular Toy for 6-year olds. Business owners want to attract everyone, but being specific is a great way of drawing in those who could become your most loyal customers. With a year of advertising, you can target a different customer group each month!

Make everyone welcome

In today’s world of technology, person-to-person is the most powerful. Always welcome customers to your business and thank them for coming in. Give them a reason to come back, perhaps by telling them about a sale or event coming soon.

- ✔ Offer water, coffee, even snacks on a weekend
- ✔ Let them know if dogs are welcome
- ✔ Provide a small play area for young children
- ✔ Have a comfortable chair if a senior needs to sit down.

Many have seen electrical and gas bills increase over the past few years. Plus we all want to do our part in being efficient with how we use our energy resources. The good news is that there are some actions each of us can take that actually can lower energy use (and costs) without affecting our daily lives! Here are some great tips on how to lower energy costs and still stay warm as we head into late fall.

**Heating** – 65 percent of household energy costs come from heating and cooling. Now is the time to make sure your furnace is operating at its best.

- Schedule an annual maintenance inspection by a qualified professional.
- Change or clean your furnace filters as recommended. A dirty air filter causes your furnace to run longer for the same amount of heat.
- Make sure vents are clean and unobstructed by carpets or furniture.
- Close doors and heating vents from empty rooms in your home.
- Consider buying a high-efficiency furnace.

**Windows and Doors**

- Inspect windows and doors for gaps that let cold air in and let heated air escape. This accounts for 25% of your heating costs.
- Repair these gaps with weather-stripping and caulking. They are inexpensive and easy do-it-yourself projects.
- In winter, open your curtains during the day to let sunlight in and help add heat.

**Lights and Power**

- Switching to LED bulbs can cut your electricity use by up to 75%. LEDs last much longer and stay cool.
- Keeping televisions, computers and phones plugged in draws electricity even if the devices aren’t in use. This is called phantom power.
- Plug all of your electronic devices in power bars, and turn the entire power bar off when you leave the house.

**Appliances**

- Run your dishwasher during off-peak hours and cut the cost of electricity by 50%. Use the air-dry setting or leave the door open to naturally dry the dishes for additional savings.
- About 25% of all household hot water is used for washing clothes. With today’s advanced cold water detergents, wash and rinse everything in cold water and in one year, you could save enough energy for about 220 showers.

**Manage your Thermostat**

- Install and use a programmable thermostat. This makes it easy to increase/decrease the temperature when you are away, and warm your home only when needed.
- Use a furnace fan to help circulate air through your home on cold days.
- In winter, lower the temperature of your home by 1°C over a seven-hour period. You won’t feel the difference but you’ll see a difference on your heating bill.
- Lower the temperature at night.

**Daily Living**

- Insulate your body as well as your home. Dress in layers when you’re inside and take advantage of today’s great fabrics that keep the moisture out and the heat in – choose wool/silk/polyester fleece over cotton or nylon.

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**STAY WARM, SNUG & LOWER YOUR UTILITY BILL**

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*Beaches Life* Autumn – October/November 2017
Fall is a great time for “cleaning out the clutter”. It may be the leaves that have collected in your eavestrough, or the extra items in your closet! De-cluttering can literally make you feel better. You can find things more easily, it brightens up your home and in general, feel lighter and more in control.

**OUTSIDE**
- Clean patio furniture and children’s summer toys before storing for winter
- Clear eaves and downspouts
- Drain and store garden hoses
- Sort through storage bins/benches, repair broken items, discard or recycle what you didn’t use this year
- Have chimney flues inspected/cleaned
- Clean garden tools, wipe down with oil (motor oil works fine or WD-40)

**INSIDE**
- Go room to room and list all the things you intend to do to simplify your environment. What do you love? What do you want to let go of?
- Identify items in 3 columns: Keep (I love it), Recycle/Reuse (I like it but someone else could make better use of it than me), Recycle/Trash (This is taking up space in my home and I don’t like it and don’t want it).
- Go through at least one “junk drawer” and remove another you don’t use or can’t recognize!

**YOUR DIET**
- The new rule is “eat foods that are the closest to the real thing rather than foods that are overly processed and prepared”. This is a great way to “de-clutter” your diet! Why eat applesauce with added sugar when you can bite into a fresh apple? You’ll feel healthier and save money as well!
- Sort through your cupboards and refrigerator. Discard items past their due dates as well as items that have been forgotten (sauces and spreads you never use, spices that are old or you don’t like).

**YOUR TECHNOLOGY**
- We all love our phones, tablets and apps but declutter your tech by removing apps that you don’t use, unsubscribe to email lists that don’t interest you, and clean up your contact directory.
- Go through your photos to keep the good ones and discard the duplicates. Make sure you’re backing up everything, especially your precious photos.

**HOME OFFICE**
- Clean out your offline files and hard copies of documents, and get rid of what you don’t need.
- Do the same for your electronic files. Make sure everything is backed up
- Wash and inspect plants, re-pot if needed
- Discard office items like pens that don’t work and knickknacks that just take up space

“I have ketchup in my veins,” Tony Colonna, franchise owner and operator at the local McDonald’s on Eastern and Woodward Avenues, tells us. “That’s what other long-time employees say. I love what I do. Every day is a new day, with great people and a positive outcome.”

Tony’s career started when he was fifteen at one of the world’s largest and most well-known food chains. As a high school student in Toronto’s west end, he was looking for a part time job where he could make a bit of money and meet people. He started at one of the first locations in the city.

Over the past 34 years, he literally “climbed the ladder” – from part-time cleaner, to full-time employee, assistant manager, store manager, supervisor, business consultant, and today, a franchise owner operator of seven McDonald’s locations across the GTA. His store locations vary from the heart of downtown at Queen and Church Streets, to the community-based location on Woodward Avenue in the Beaches.

One of five children, Tony grew up with a love for food, wine and gardening. His parents immigrated to Toronto from Italy 55 years ago and made Canada their home. To this day, Tony’s parents grow the “essentials” in their backyard garden for great Italian food– tomatoes, basil, zucchinis, etc. In recent years, they’ve been helping their next door neighbours, from India, on how to nurture a green thumb. “This is also the time of year when we mash up the grapes to make wine,” he tells us.

Travel is one of Tony’s favourite past times, although these past few weeks, the storms in the Caribbean have been a personal concern for him. “We have no idea here, what people are going through down there.” He is planning a trip in a week to see for himself.

Tony’s day begins around 7 AM, 6 days a week. Smiling, friendly employees meet you when you walk through the door, something that Tony talks a lot about.

To this day, Tony continues to enjoy his “McDonald” favourite foods, a quarter pounder with cheese, fries, and these days, coffee. “I didn’t drink coffee for many years,” he says, “but when the company reformulated the blend a few years ago I started and now I love my daily cup.”

“The culture of the company is all about people,” he says, “It’s also why we are so involved in community fundraising through activities like McHappy Day, a long standing Canadian tradition for the company that raises money in support of Ronald McDonald House and other children’s charities. This year in May, we raised $5148.29 in one day.”

Tony has recently received the award from the YWCA in Toronto in recognition of his continued support for a program that places young people looking for jobs at McDonald’s locations.

He notes that this is the company’s 50th birthday in Canada, a testament to its ability to be relevant to its customers, such as now providing all day breakfast, and the support and opportunities it provides for its people – franchise owners like himself.

**Bizprofile**

**Tony Colonna, Truly McHappy in his Life Journey**
Welcome New Neighbours:
Casa Mia Delicatessen – 1985 Queen St. E.
The Castro Pub – 1987 Queen St. E.
Standing Wave Martial Arts – 1560 Queen St. E., Unit 201
teb Interiors Inc. – 853 Kingston Rd.
Wayne’s Dream – 2359A Queen St. E

Thank You & Best Wishes:
Delhi Bistro – 2214 Queen St. E.
Mars Beach Diner – 1987 Queen St. E.

On the Move (new location)
Nando’s in the Beach – 1968 Queen St. E.
Toronto Roofing Industries Ltd. – 200 Unwin Ave.

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*some conditions apply

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Submit your pre-order to avoid sold out items before November 5. Ask in store for details.

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