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Canada's BUSINESS & LIFESTYLE
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WINTER 2016 | ISSUE No. 6

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Welcome to the latest issue of Jewish Review, Canada's Business and Lifestyle Magazine.

After the mildest December in recent memory, winter has arrived in full force. The chilly temperatures, dark skies and white flurries send us all in search of warmth and comfort.

Here at Jewish Review, we're excited to bring some heat with our latest array of trending topics: Mark Shapiro, the new president and CEO of the Toronto Blue Jays, shares his vision for the future; Georganne Burke, veteran campaign advisor, analyses what went wrong for the Conservatives in the 2015 election; and we learn how Baycrest is shaping the future of brain health.

And of course, we're showcasing what's hot in local business: Cardmania.ca, an online marketplace for unused gift cards. Silver Crystal Sports, whose innovative app will bring you the latest sports jersey to right your seat in the stadium. And the culinary vision behind the new look of Amadeus Patisserie.

Other sources of comfort in this issue: Rose Reisman's guide to living well, Zane Caplansky's comfort food empire, Aviva Reimer's expert relationship advice and a look at the latest warm & cozy winter fashions.

We hope you enjoy the Jewish Review, a magazine that reflects the drive and diversity of our Jewish community. Please let me know what stories you would like to see in the future.

Contact me at editor@jewishreview.ca.

Sincerely Yours,

A handwritten signature in cursive script that reads 'Michele Michaelov'.

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As fluffy snowflakes blanket the ground and winter chills seep into the bones, one can't help but imagine relaxing on a pristine beach, taking in the rays of the south Florida sun. Winter day dreams can come true at Schechter Caribbean Kosher Tours – Pesach at The Marco Polo program. This oceanfront resort boasts oversized rooms with unparalleled views, more gourmet food than even your imagination could consume, and an overall Pesach experience that will keep you warm throughout the year.

Entering their 21st year at The Marco Polo, the Schechter sisters build on decades of hospitality instilled in them by

their father and grandfather of The Caribbean Hotel fame in Miami Beach. No detail is overlooked, from guest arrival to departure, and every moment in between. Guests at the Marco Polo are treated to a Pesach experience that everyone in the family can enjoy.

The program includes world-renowned scholars-in-residence who provide lectures and thought-provoking discussions on everything from education to politics, to religious thought and philosophy. Gourmet, glatt kosher meals are prepared by renowned chef Andy Serrano, with menu options to suit the tastes of every guest. A nearly 24-hour a day tea room and daily poolside

barbecues guarantee that no one ever goes hungry.

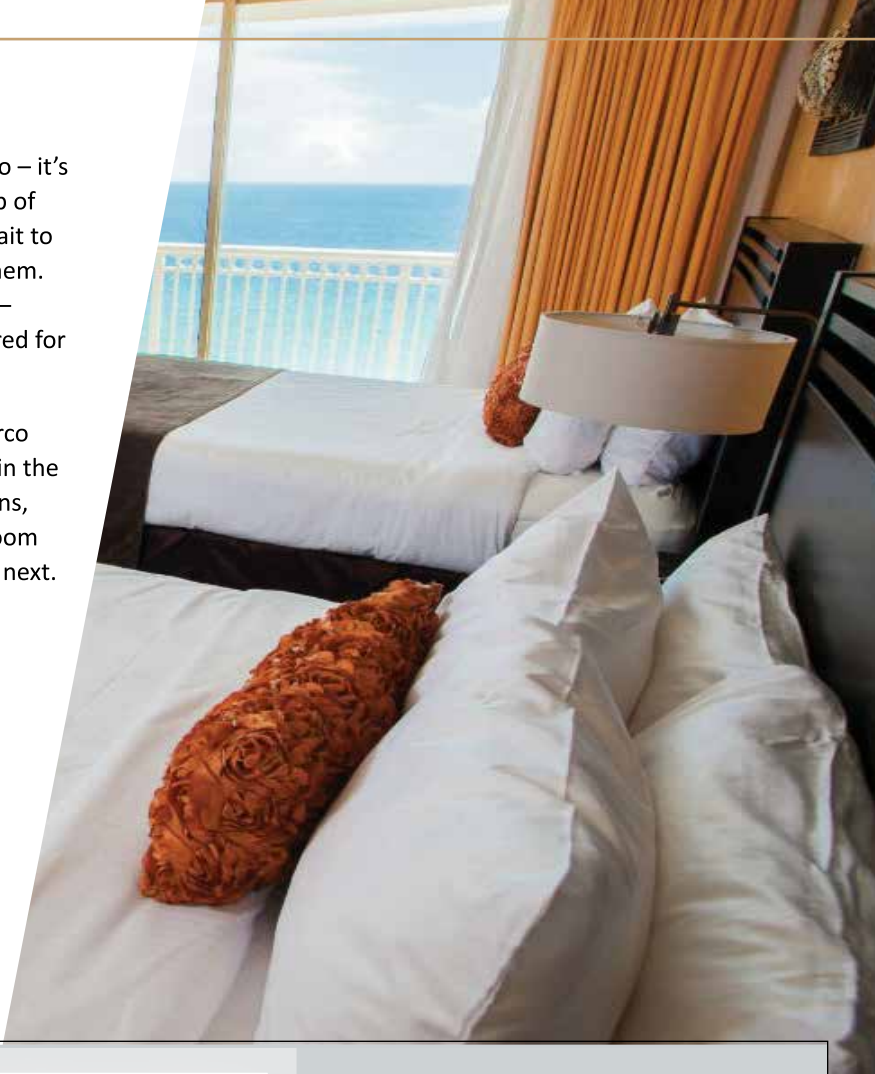
For the kids, day camp isn't something they have to do – it's something they can't wait to do. Under the leadership of the inimitable Lawrence Stroll of Atlanta, kids can't wait to finish breakfast to see what the day has in store for them. From games to crafts to their famous scavenger hunt – parents can relax knowing their children are being cared for in a super fun environment.

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Is facebook More Dangerous than Ashley Madison?

THE ROLE OF SOCIAL MEDIA IN DIVORCE - AND WHY YOU SHOULD WATCH OUT



WRITTEN BY:
ILANA TAMARI, B.SC., D.C.S. (PSYCH)
DANI Z. FRODIS, LL.B., B.SC.
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On August 18th, 2015, the face of adultery changed forever when the user data of the Ashley Madison Agency was leaked by hackers. Overnight, thousands of families were strained to the edge, many of them destroyed, because the names, addresses, and credit card information of those who had signed up for the dating website, which is geared towards those seeking extramarital affairs, were made public. The leak showed clearly, for the first time, that no forum for extramarital affairs is completely safe - not even Ashley Madison, which had promised its users complete protection and anonymity.

This may lead you to think that the most sure-fire way to lose a divorce case is to be 'outed' as a member of a cheating forum such as Ashley Madison. You might think: Surely family courts can't ignore the character of someone willing to pay money to cheat on their spouse? Wouldn't the cheaters lose custody of their children, their assets, and their dignity because they were shown to have fundamentally betrayed their spouses?

The short answer is, not necessarily.

Fidelity, and even honesty, are nowhere near the top of the list of priorities of the court when deciding the outcomes of divorce-related cases. In fact, if you're worried about your online presence being a liability in a divorce case, you should be more worried about your Facebook wall and your Instagram feed. The way you choose to represent yourself to the internet public tells the court more about you and your values than membership on a 'cheating' website.

A member of Ashley Madison who was implicated in the scandal may have been ▶

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Ilana Tamari, B.Sc., D.C.S. (Psych), has been in private practice since 2002. She provides S30 assessments, parenting coordination, mediation & arbitration, closed and open mediation, reunification therapy, and lectures on domestic violence and power imbalances.

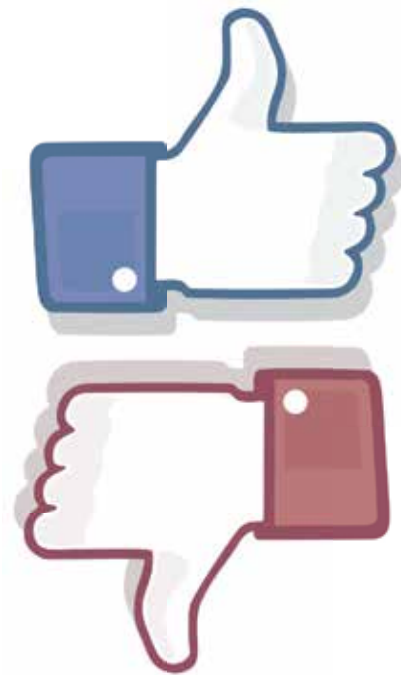
Ilana is a member of the association of Family and Conciliation Courts. She participates in a monthly peer consultation forum with Dr. Barbara Fidler around parenting coordination matters, section 30 custody and access assessments and high conflict families.

Ilana is an active participant on the High Conflict Forum and is a member of the Family Dispute Resolution Institute of Ontario (FDRIO). She is a certified member of the OACCPP, was a board member of the OACCPP, chaired the Professional Conduct Committee, and sat on the Ethics and Governance & Risk Management Committees.

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served with divorce papers by their spouse, but it is unlikely that their membership on the website will earn their irate spouses 'Brownie Points' in Family Court. Even though many in our society believe that cheating on a spouse is morally wrong, it is not illegal by any means. Adultery can be considered grounds for divorce in Canada, but in and of itself it is not against the law. In fact, it is exceedingly rare for spouses to base divorce proceedings on adultery or cruelty - the other 'fault' based ground for divorce available in Canada. Instead, the vast majority of divorces in this country are of the 'no-fault' variety – once spouses have lived separate and



apart for more than twelve months, they are eligible to be divorced. 'No-fault' divorce is so widely used that most judges will reject divorces based on fault grounds. A parent seeking a divorce on the basis of fault may even be seen as unfit to support the other parent's relationship with the children because he/she is still too angry about the split. That's right: not only is adultery legal in Canada, but bringing infidelity to the attention of the court can make the cheated on spouse's parenting seem suspect.

Many people are misled by this, as the sixth of the famed Ten Commandments

in the Bible states that one 'should not commit adultery.' However, although many of our laws are indeed based on Judeo-Christian values, we in Canada are privileged to live in a country in which we enjoy a separation between church and state within our legal system. Therefore, it doesn't matter whether somebody's had one affair, two affairs, or a dozen affairs - they would still be treated the same under the law.

The same, however, cannot be said for people who behave badly on social media. People often believe that what they post on social media outlets, such as Facebook, Instagram, Twitter, and LinkedIn, is private and can only be accessed by people whom they allow to see it. However, privacy settings are often far more complicated than people realize, and perhaps certain aspects of their social media presence is public. Additionally, every 'friend' on social media can have access to what somebody posts, which can have consequences, considering most people are 'friends' with people on social media who are more like acquaintances than friends in the true sense of the word. Ask yourself: Am I friends with my spouse's family members? His/her co-workers? Mutual friends? If a divorce occurs, and spouses unfriend one another, they may still be able to gain indirect access to 'private' social media posts. The use of evidence from social media is becoming more and more frequent in Canadian family courts.

Therefore, if somebody is appearing in family court, they should be worried less about their membership on cheating websites, and more concerned with questions like: Do I have pictures of myself drinking heavily on my Instagram feed? Did I post a passive-aggressive status about my ex on Facebook? Did I irresponsibly reveal personal information about my child on Twitter? Did I act carefully and cautiously on social media, in order to show the courts, and the world, that I am a responsible person and a good parent? Courts look to this information not to decide if you are a good person



DO I HAVE PICTURES OF MYSELF DRINKING HEAVILY ON MY INSTAGRAM FEED? DID I POST A PASSIVE-AGGRESSIVE STATUS ABOUT MY EX ON FACEBOOK?
DID I IRRESPONSIBLY REVEAL PERSONAL INFORMATION ABOUT MY CHILD ON TWITTER?

or a faithful spouse, but instead to draw conclusions about your credibility, and your ability and fitness to act as a parent.

Your ex's lawyer may seek to demonstrate that your presence on social media is an accurate representation of your personality and abilities in real life. Therefore, even if you're not expecting to be embroiled in a divorce case, it is important to follow these protocols on social media:

- **Clean out your friends list.** Only keep friends who you trust and reflect your taste in people well.
- **Delete any posts which may not show you in a positive light.**

Although you can never completely erase anything from the internet, your first impressions online are extremely important and should not be underestimated.

• **Do not put down other individuals on social media.** People may see this as pettiness, and this may come back to bite you.

For better or for worse, social media is a very important tool for both building and destroying character in our society. It is in your best interest to ensure that your presence is beyond reproach. ■

(Article contributed by Ms. L. Chapnik)

Let Them Eat

Cake

— BY FRANCINE MILLCROFT

SPECIALIZING IN FRENCH CAKES AND PASTRIES, AMADEUS BAKERY IS A THRIVING FAMILY BUSINESS. BECAUSE WHEN YOU LOVE WHAT YOU DO, EVERYTHING ELSE IS A PIECE OF CAKE.

When the Aronovich family moved from Israel to Canada in 1990, opening a bakery was a no brainer:

The eldest Aronovich son, Lior, had trained with one of the most famous pastry chefs in Israel. They decided that he would do the baking while his parents managed the operations. Just a year later, Amadeus Bakery was born.

Born in Romania, the senior Aronovichs knew that other immigrants in the neighbourhood would welcome a spot that offered European-style cakes and pastries. They were right. The business thrived, and it wasn't long before Amadeus moved from its first location in a small industrial unit to their current 3,000 square foot location at Bathurst and Clark in Thornhill.

And the business kept growing. Lior advanced his baking skills over the years by traveling back and forth to a pastry school in Paris, France. He always made sure to pay close attention to quality and technique as well as recipes and décor. Soon, Amadeus was well known as providing the best cakes in town.

"We only use fresh and high-quality ingredients like whipped cream, imported butter, Belgian chocolate and fresh fruit,"

Lior tells the Jewish Review. "We don't use preservatives or any mixes at all. In fact, we make everything from scratch and on premises."

The result: Heaven on a plate. Even for the gluten-free crowd. "For our gluten-free products, we substitute the flour with either almonds or coco powder, which makes the taste much more decadent," Lior continues. "We also specialize in French macarons made from almonds and meringue with ganache filling using fresh cream instead, not butter."



When his parents retired in 2005, Lior partnered up with his younger brother. Together, they ran the business for almost a decade until Lior's wife, Anat, joined the team, first as a cake designer and later as a partner.

Anat took charge of the custom cakes department. "We can create almost any special request," she says. Amadeus caters for all occasions—weddings, showers, birthdays, Bar or Bat Mitzvahs, baptisms and confirmations. And they offer

a complimentary consultation for every custom cake order to make sure all details of the cake are covered, from design and flavour to cost and delivery.

Most cakes range from \$26 to \$45 depending on size and can be purchased in store or online. Their signature cake, The Amadeus, is made from layers of soft hazelnut meringue, milk chocolate and hazelnut cream. And they also offer photo cakes, where they'll print custom images on edible rice paper and place them on any cake you choose.

"Every one of our cakes is somebody's favorite," Anat says. "Each customer has their own personal taste, and we offer a large variety to accommodate them." Not an easy feat when your customer base includes Jews, Russians, Canadians, Iranians, Europeans and Asians to name a few.

We're constantly learning new techniques and advancing our recipes and cake décor to give our customers new and improved products," says Lior. "And we always listen to our customers," adds Anat. "Their feedback

and suggestions are very important to us. This is how we improve our business and grow in the right direction

They certainly have grown in the past few years. A renovation project that took much of last year to complete includes an elegant new café, serving up espressos, art lattes, croissants and sandwiches with an inviting European feel. Their new cake display showcase came directly from France and they've even created their own private blend of coffee.



LIOR & ANAT ARONOVICH

"We transformed our shop to a Patisserie Café," Anat says. "Many customers are now staying to have a good coffee with a pastry and French ambience."

Plus, they offer special items during the holidays: Sufganiyot on Chanukah, Yule logs on Christmas, honey cakes on Rosh Hashana, pumpkin tarts on Thanksgiving, Hamantaschen on Purim and flour-free cakes on Passover.

"Every day we strive to be successful at what we do," Lior says. "We have to keep ourselves up to date with the industry, with competitors and with customer demands while offering consistency, the best customer service and top quality products. Being successful is an ongoing challenge, and one that we proudly work on every single day." ■

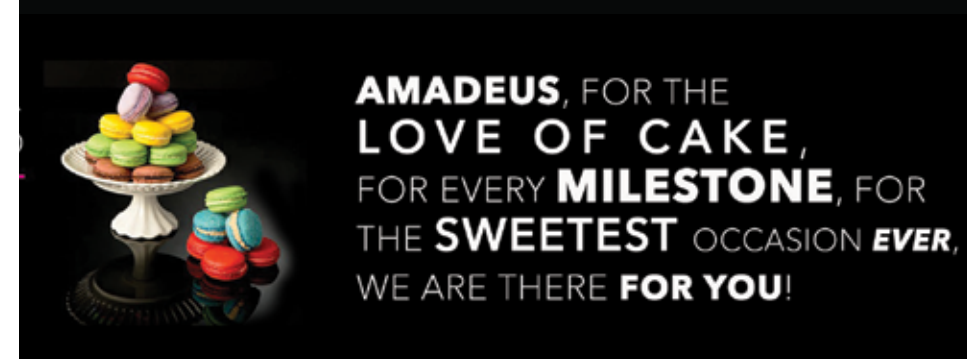


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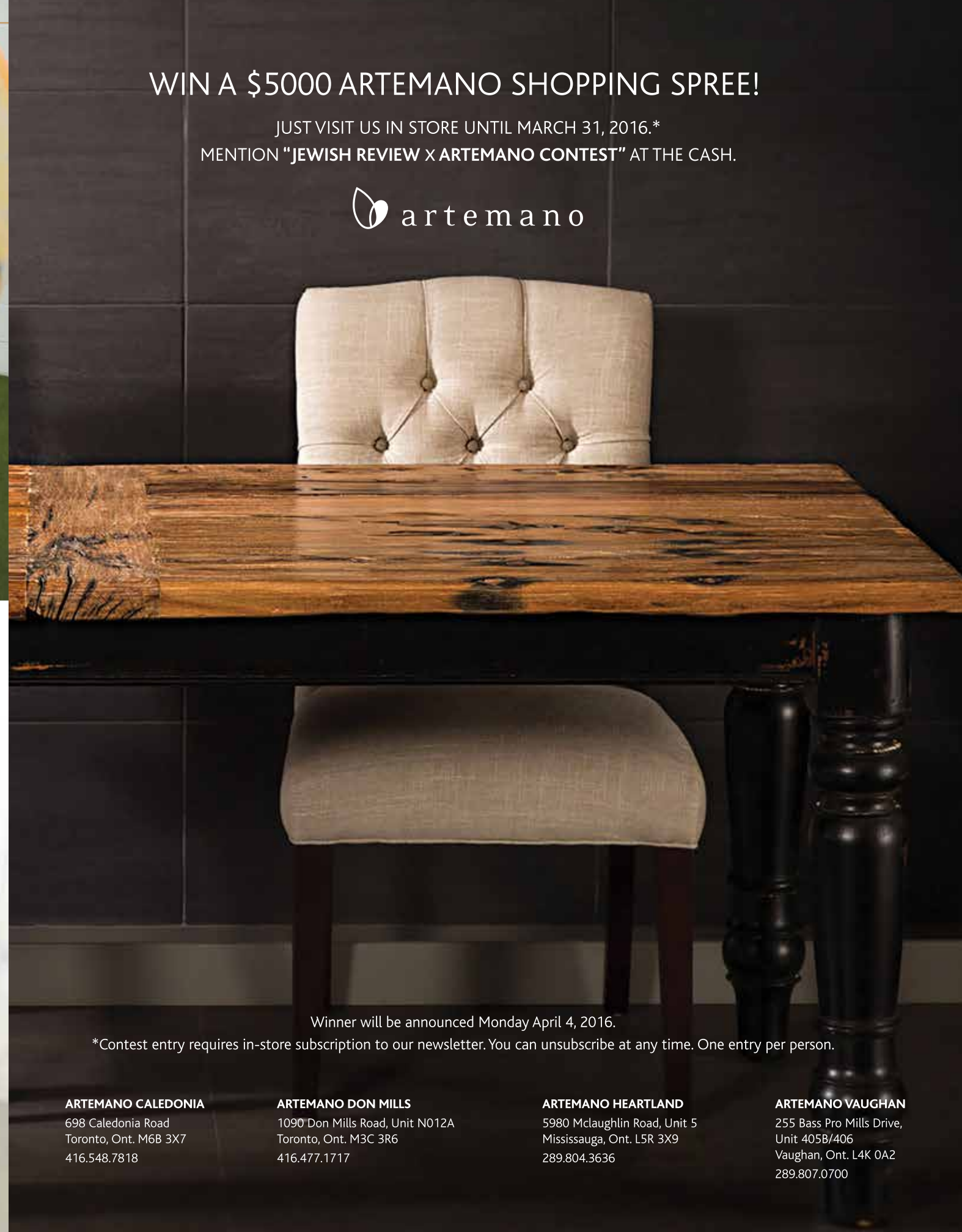
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The Artemano story starts with the powerful sense of scent. Thirteen years ago the odour of glue took Shimon Finkelstein back to his eight year old self visiting with his father in his carpentry shop in Israel. “I didn’t know a thing about furniture or wood, but I knew at that moment that this was the journey that I was to take.”

Finkelstein, who was involved in the jean industry, was invited to visit a warehouse-style store in Zurich, Switzerland. It was owned and operated by one of his clients who offered him a partnership. Finkelstein wasn’t looking for Artemano. But once the doors of that store opened, Finkelstein was covered in goosebumps and his love affair with what is now Artemano began. ▶



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The furnishings brand has come a long way since its inception in 2002. Finkelstein, a native of Israel, who has lived almost 40 years in Montreal, borrowed money from family members and enlisted the help of a designer friend to open up the first store in Laval.

In 2006, Finkelstein joined forces with Eyal Shoam, also a native of Israel. The two met at a mutual friend’s dinner party. Their love of soccer ignited their friendship. Shoam’s extensive design background and their shared love of beauty, aesthetics and travel ignited their partnership.

Along with two other partners, Finkelstein and Shoam have a common vision of helping people create unique escapes in their homes that are filled with tranquility and peace. “There is so much turmoil in the world today. We at Artemano can’t offer solutions to these problems – what we do offer is quality filled, soothing ambiances; an escape that evokes endless possibilities and dreams,” says Finkelstein.

Finkelstein’s focus is on the brand’s overall look and feel. Shoam works closely with suppliers and artisans in the Far East to create Artemano’s hand-crafted signature pieces and to develop new collections. “Each piece that we create is integral in building our ambiances, which evoke feelings of well-being and have an overall Zen-like mood,” says Shoam.

During the early years, there was little understanding that wood changes in shape and colour over the course of time. Specifically that woods sourced in South East Asia react differently to the North American climate than they do in their countries of origin. Painstaking hours were spent repairing nicks and cracks. A lot of time was devoted to trying to turn what was unique into something more standard, trying to cover up the



*“Ring the bells that still can ring
Forget your perfect offering
There is a crack in everything
That’s how the light gets in.”*

unexpected so that it looked more like everything else. “Our idea of beauty was uniformity and sameness,” explains Shoam.

The turning point came when Finkelstein and Shoam discovered Leonard Cohen’s Anthem, which today is inscribed and celebrated in each Artemano store.

“Ring the bells that still can ring
Forget your perfect offering
There is a crack in everything
That’s how the light gets in.”

“When I read these words that’s when I understood that beauty isn’t perfection. Nature is imperfect. It’s the artist. It’s our guide. Our philosophy is that nature is the perfect creator and we can’t outsmart it. Our designs start with nature. Our ideas originate with nature. Nature teaches us how to mould the wood and how to create our escapes,” reveals Finkelstein.

Today, the ever-growing company has ten retail locations across Quebec and Ontario, and an online store at artemano.ca. And expansion isn’t slowing down any time soon. In recent years, sales have been growing annually by 30 to 40 per cent. Finkelstein brought in six shipping containers in his first year of business. By the end of 2016, that number is forecasted to reach 430. Each year, Artemano sells over 4000 tables, 3000 beds, 14 000 chairs and 31 000 home decorating accessories that range from lighting, candles holders, vases, Buddha statues, Ipad stands and so much more.

Artemano looks toward natural materials, like slate, marble and cement that are rooted in nature for its accessories. Its furniture is constructed out of a variety of exotic woods. Rosewood, suar wood, mango wood, teak and driftwood are sourced throughout different parts of India, Thailand and Indonesia.

Repurposing salvaged woods is also an integral part of Artemano. Reclaimed Indonesian fishing boats, unearthed railway tracks and uninhabited old constructions provide a wealth of design material. “We are grateful to have high quality wood used to make sturdy furniture that lasts generation after generation. This wood is dense, strong. It’s full of character and filled with stories, experiences and a life lived,” explains Shoam, “we love what we do. That’s what drives us and our business.”

Artemano pieces are handmade by the skilled hands of artisans. “When you break the word Artemano down you end up with the words “arte”, which means art, and “mano”, which means hand. Each item is like a work of art that also proves to be useful in people’s lives. We refer to our furniture as functional art,” says Shoam.

Each Artemano item is unique with its own distinct curves, grains, knots. Finkelstein tells how you will never have two identical Artemano dining tables. That’s what makes Artemano so special and that is part of its magic.

Both Shoam and Finkelstein attest that Artemano is not about selling furniture; it’s about offering people magic. “It’s about the escape and the emotional impact that we have on the majority of people who walk into our stores. It’s about striking a chord with people who are excited and transported by the creative atmospheres once they step across the Artemano threshold,” says Finkelstein, “We are magicians at creating ambiances. We sell magic.”

As the company expands to other markets, the focus remains to offer customers a one-of-a-kind in-store experience. “Like our furniture, our stores are continuously changing. The concept is to enter our home, awaken your five senses and explore our ever changing ambiances. Similarly to a walk through nature, you will always see something new and unique,” says Finkelstein.

Bringing nature’s elements indoors and celebrating its raw beauty is part of the Artemano DNA. It’s Artemano’s way of fusing a direct connection between customer and nature, and exposing that being surrounded by organic elements improves quality of life. Artemano is continuously adding and combining new, natural materials, and mixing them with different textures. “It’s all about creating interesting contrasts and ambiances, and about integrating the warmth of wood with contemporary elements,” says Gabrielle Allie, head of merchandising.

What is both exciting and humbling to Shoam and Finkelstein is when they witness people in the stores revelling in the Artemano environment. To see visitors taking their time and making themselves feel at home, touching and feeling the wood’s grain, express joy and their love of Artemano is the ultimate fulfilment for the Israeli duo. ■



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Half-Jewish rock star Dee Snider, best known for the hit “We’re Not Gonna Take It,” brings a holiday rock spectacle to Toronto.

— BY MATT MENDOZA



One of the world's most famous Jews hosted a Christmas show in Toronto in December.

Dee Snider, an American star best known for his role as the frontman for heavy metal band Twisted Sister, was born Daniel Snider to a Jewish father and Catholic mother in Queens, New York.

The rock legend created Dee Snider's Rock & Roll Christmas Tale just in time for the holidays. Toronto's historic Elgin and Winter Garden Theatre hosted the show, a musical that tells the story of the members of a heavy metal band who almost sell their souls to the devil in an attempt to make it big. The star? Snider, of course.

“Christmas is about family,” says Snider. When he was a kid, his grandparents

took him to Radio City Music Hall to see the legendary Rockettes in their annual Radio City Christmas Spectacular.

“I was just so blown away by it all,” he says. “Not only were the Rockettes up there on stage with all these lights, costumes and amazing sets, but there was a real camel in the show.” Years later, he took his kids to see the same show. “They liked it, but it wasn't the same experience that I was so drawn to when I was their age,” says Snider, who has four children with his wife of 39 years, Suzette, who was Twisted Sister's costume designer.

“That's when I realized it was time for a new Christmas stage show for the new generations. I have three grandchildren now, so I wanted to create something new for the holidays to span all audience ages.” ▶



“I have three grandchildren now, so I wanted to create something new for the holidays to span all audience ages.”

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This wasn't his first go at a holiday show. Ten years ago, VH1 presented Matzo and Metal: A Very Classic Passover, a one-hour special that premiered on the second night of Passover. Hosted by Snider, Jewish rockers told stories while enjoying a kosher Seder.

And it wasn't his first musical, either. In 2010, Snider joined the Broadway musical Rock of Ages in the role of the nightclub owner. It was a natural fit, since the jukebox musical showcasing favorite hits of the '80s included Twisted Sister's "I Wanna Rock" and "We're Not Gonna Take It."

But Christmas has always held a special place in Snider's heart. In 1998, he wrote "The Magic of Christmas Day," which was recorded by Canadian singer Celine Dion. And in 2006, Twisted Sister released a Christmas album, A Twisted Christmas.

Toronto fans were treated to a show filled with humor, traditional holiday favorites and new music. Snider, who played the narrator and appeared in every performance, says he created "a very funny, very rocking and very sweet new holiday musical, for the entire family as a 'twist' on Christmas stage shows."

Fans are still waiting for a Chanukah show. ■

SHAPING THE FUTURE OF BRAIN HEALTH

— BY GARRY FOSTER

Together



Statistics Canada recently announced that for the first time, Canadians aged 65 and over outnumber those aged 14 and under. It is safe to say that the shifting age demographic - the so-called "Grey Tsunami" - is here. Aging is a primary risk factor for dementia, and organizations like Baycrest Health Sciences in Toronto are directly addressing the future of brain health.

Baycrest is not just waiting for the future to happen. Its research is already bearing fruit in how to provide care for older adults and the best ways to keep your brain healthy. This research is improving the lives of people on the Baycrest campus, in the community and around the world by leading to the development of new therapies and measures to improve cognition, such as: the protective effects of bilingualism; use of facial-recognition technology to help with memory loss; studies on lifestyle choices (the effects of diet, listening to more music, increased socializing and hobbies like painting); and practising mindfulness meditation. These can all help improve brain health. This is welcome news, considering the facts in front of Canadians.

The numbers¹ associated with the fight against dementia are staggering, making it imperative that Canadians understand the magnitude of the issue.

- Some 750,000 Canadians currently live with Alzheimer's disease and other dementias. This number is set to increase to 1.4 million by 2031.
- The combined annual direct (medical) and indirect (lost earnings) cost of dementia in Canada was \$33 billion in 2011. By 2040, this cost will balloon to \$293 billion.
- Worldwide, nearly 7.7 million new cases of dementia occur each year – one new case every four seconds.

[1] Alzheimer's Society of Canada. World Health Organization. Alzheimer's Disease International.



Garry Foster
President & CEO, Baycrest
Foundation



“THE TOOLS
PATIENTS ACQUIRE
ENABLE THEM
TO GO ON TO
IDENTIFY THEIR
OWN PROBLEMS
AND DEVISE THEIR
OWN SOLUTIONS IN
EVERYDAY LIFE.”

In fact, a person's risk for dementia doubles every five years after age 65. If we can delay the onset of dementia by five years, we can reduce the prevalence of the disease by nearly 30 per cent. Delaying onset by 10 years would virtually eradicate the disease. Given these facts, it's comforting to know that Baycrest's research is already pioneering ways to face challenges in the coming years:

Cognitive neuroscientists are researching higher-level brain processes, or executive functions. These help us manage nearly every aspect of our lives – from planning tasks to remembering details. Brain injuries and illness can damage these processes, but Baycrest research on cognitive interventions is helping people recover from serious brain injuries, and improving their quality of life.

Well-researched rehabilitation programs equip patients with strategies to manage day-to-day tasks like getting dressed or handling money and shopping. The tools patients acquire enable them to go on to identify their own problems and devise their own solutions in everyday life.

These therapies and related brain health strategies also benefit a unique and cherished cohort of the community – Holocaust survivors. Ongoing research, care, and targeted programming for people with post-traumatic stress disorder, and their caregivers, is proving effective in mitigating some of the obstacles and fears they face on a daily basis. A newly established caregiver helpline, social clubs for survivors and their families, and specialized training for staff and

volunteers are all outgrowths of research being done on campus.

Looking towards the future, in May 2015, Baycrest, with the support of government and 40 community partners, saw fit to create and fund the Canadian Centre for Aging and Brain Health Innovation (CC-ABHI). Housed at Baycrest, CC-ABHI will become a national hub and network dedicated to the development, validation, commercialization, dissemination and adoption of brain health and seniors care products and services. The Baycrest Foundation has committed to raising \$25 million in donor funding to help ensure its success.

Additionally, with donor support, Baycrest scientists were integral in the creation of the Cogniciti online brain health assessment tool to help people aged 50-79 test their memory and determine whether they should visit their doctor. In related science, Rotman Research Institute neuroscientists are busy building and testing the world's first Virtual Brain, a computerized model of the brain that will help caregivers of the future determine interventions that might stave off cognitive decline and help with memory retention or make the brain more resilient.

The brain is one of the final frontiers of medical science, but fortunately, for all of us, we are making progress. ■

To find out more about Baycrest and brain health, visit www.baycrest.org or to donate, go to: www.baycrest.org/donatenow

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DISABILITY DENIED!

Many Canadian employees feel the security and comfort of having disability income protection included as part of their employment benefits package. Unfortunately, new hires are so enamored with the initial contract, usually described in a glossy benefits booklet that they do not bother to read the fine print. In so many cases, if tragedy strikes and they have to submit an income loss claim, almost always, they face the rude awakening of having their disability benefits claim frustrated, delayed or denied.



*BRAM A. LECKER,
B.A. LL.B.
Employment Lawyer,
Toronto*

they have replaced the position. These employees who are regarded as “damaged goods” (a particularly odious HR term) are sloughed off to the reluctant care of the insurance company. With that, the despairing employee enters a process akin to manoeuvring through a labyrinth with a blindfold.

It is in the insurance companies and employer’s best interest to deny disability claims for as long as possible. With the advent of the internet and social media, they have become increasingly efficient at managing employees through the group insurance assembly line. There are many sick and disabled employees who will have their group insurance claim denied over technicalities and eligibility requirements related to the timing of the application, or an ostensible pre-existing illness. In other instances, employees have to deal with wool eared insurance adjusters who make incessant demands for more and current medical information paradoxically necessitated by the ridiculously long periods it takes to make a decision. Claimants with back injuries, anxiety and depression are particularly targeted in this process. Appealing to the employer’s HR apparatus is to no avail as they will simply and conveniently defer all medical related matters back to the insurance company.

Without a knowledgeable disability claims lawyer by their side to assert their case, it does not take long to realize that

it is all a big game designed to get an employee to withdraw the claim and prematurely return to work -- never a good idea from both a medical and legal perspective.

I have realized that many competent personal injury lawyers are, not surprisingly ill-equipped to help these particularly vulnerable employees who through no fault of their own have fallen into a grey phantom zone of hidden legal entitlements and competing interests designed to frustrate their insurance claims and end their employment.

Most of the clients that I see are mid-level and senior managers who have worked for over 10- 15 years for the same employer. They are all commonly dealing with staggering levels of workplace stress, illness and alienation – all endemic of the modern work experience. It is no surprise that an unexpected loss of income due to illness, along with the shock and disappointment of being denied disability benefits can leave these employees financially insecure and in turn make their symptoms worse.

Yet, there is light at the end of the tunnel. It starts with being well-armed with knowledge of your rights about: the real medical eligibility threshold for “own occupation” disability benefits, medical privacy, availability of interim government financial assistance programs and the employer’s obligation to take you back from an approved illness leave with accommodation. It continues with someone being able to push back on your behalf with the ability to take on the largest insurance companies and the biggest employers.

This is an ever changing area of law. It requires a lawyer who understands the law of employment as well as one who is well-versed in the protocols and peculiar regimens that insurance adjusters use to play their game.

If you have had short-term or long-term disability benefits denied and need assistance, call us. Our team of experienced Toronto Disability Claim Lawyers can help.

This is the rare circumstance that the Canadian legal system does not afford a vulnerable employee the ability to bring these types of disputes to a rapid conclusion. If you get into a car accident, the insurance company is obliged to bring the dispute to speedy Arbitration. However, an employer sponsored LTD insurance claim can take years to come to a resolution and if not handled correctly by a legal professional specialized in this area of law will jeopardize your employment. In the meantime, the employer and their group insurance provider treat you like a rotten hot potato. Essentially, the money that you thought would be there to pay your bills, while you are recovering from illness or injury, fails to materialize.

Moreover, when a previously well regarded employee attempts to return after an extended illness they may not be coming back to open arms. Many workplaces, deliberately engage in discriminatory practices to discourage employees from returning simply because

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YOUNG ENTREPRENEUR SEES SUCCESS IN THE CARDS

MICHAEL SOMMER, A 30-YEAR-OLD TORONTONIAN FROM SAN PAOLO, BRAZIL, BUYS AND SELLS YOUR UNWANTED GIFT CARDS FOR CASH.

—By David Stuart

Michael Sommer of Cardmania had everything working against him—at least statistically. He was a young, first-time entrepreneur, entering a crowded market in a business he had no experience in.

But Sommer had one thing going for him: A great idea.

Cardmania.ca is an online hub that buys and sells unwanted gift cards. Since more than \$1 billion worth of gift cards go unspent in Canada each year, Sommer's site buys unwanted gift cards at up to nine tenths of the card's value, and sells them back to customers at a discounted rate.

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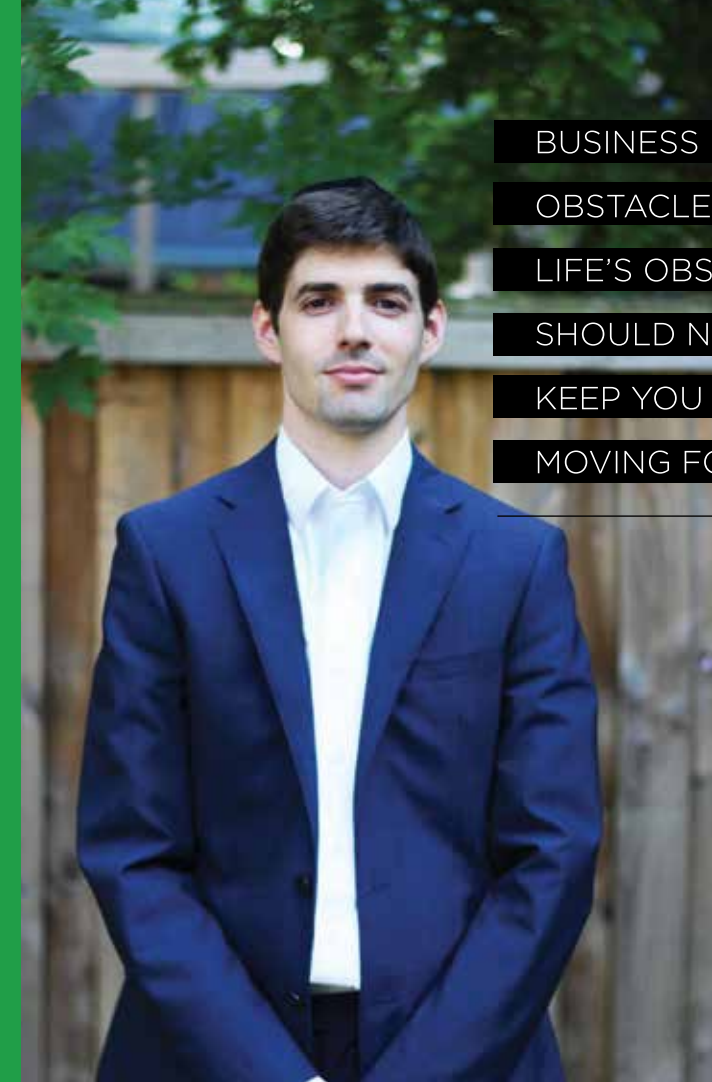
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OBSTACLES, LIKE
LIFE'S OBSTACLES,
SHOULD NEVER
KEEP YOU FROM
MOVING FORWARD.

"I never dealt with people on a professional level before," concedes Sommer, who knew that success depended on his drive, and his drive alone.

He faced several challenges, including credit card snafus and PayPal technical glitches, since Cardmania's inception last summer. "I was about to give up. There were so many hurdles," he says. "It hasn't been easy, but it's been worth it in the end.

Business obstacles, like life's obstacles, should never keep you from moving forward."

Sommer's is not only the story of a Jewish entrepreneur. It's also an immigrant story. Twenty years ago, he and his family immigrated from San Paolo, Brazil, when he was ten years old. At the time, he knew not a word of English. But after just six months, he was articulate enough to carry out conversations with the most fluent of English speakers.

Like any immigrant entrepreneur, Sommer is ecstatic to see his business growing in popularity and attracting attention from customers and the media. Ten thousand cards have been sold so far, and he's hoping to see this number increase.

"Going into business on your own is a good way to learn responsibility," the young entrepreneur says. "It's been a good teacher for me." ■

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REISMAN HAS ONE GOAL:
TO CHANGE THE EATING
HABITS OF CANADIANS. HERE,
SHE TELLS JEWISH REVIEW
READERS HOW TO DO IT.

— By Dave Gordon

Rose Reisman, chef, author and entrepreneur, has helped create better lifestyle choices for families across the country. But she didn't start out that way.

In the early days of her cooking career, the mother of four favoured butter over yogurt, cream over quinoa. But all of that changed when she lost her father to heart disease and her grandmother to Type 2 Diabetes. They were both in their 50s. And with a family history of high blood pressure and obesity, a routine physical revealed that her cholesterol was off the charts.

At that point, back in 1993, she had already published a handful of cookbooks featuring higher fat meals. But after researching healthy alternatives and becoming a registered nutritional consultant, she realized that she had a healthy message to bring to the masses. That year, her first healthy cookbook, *Rose Reisman Brings Home Light Cooking*, sold more than 400,000 copies.

Since then, she's launched Rose Reisman Catering as well as Personal Gourmet, a daily food delivery service that offers both weight loss and healthy living plans. She's ►

run a cooking school, acts as the menu consultant for Glow Fresh Grill and the Pickle Barrel chain, is a regular guest on Breakfast Television, Cityline, CityNews and 680 News, Huffington Post Canada, and Metro News, and offers motivational speaking, cooking demos and corporate cooking challenges.

As if that wasn't enough, she has even more planned for 2016. Her catering company is going nut-free, targeting elementary schools with healthy, homemade lunches. And her nineteenth book hits stores in February. We caught up with her to discuss the ways we can all keep ourselves in better shape.

Jewish Review: Did you always know you wanted to do what you do now?

Rose Reisman: I was a school teacher for a few years, and went back and did an MBA and a masters in fine arts. Cooking was something I started back in the 80s, early 90s. I found out that by cooking very delicious, high fat foods, everybody flocked to my home. So I continued to do that and I became a good cook using loads of butter and cream and chocolate.

JR: Well, who doesn't like chocolate?

RR: Everybody loves it. But then I found that my own family history wasn't that healthy. I had lost my dad to heart disease in his 50s, my grandmother at 52 to Type 2 Diabetes. Everybody had high blood pressure, high cholesterol and obesity. And I was an overweight child.

This was all going on in my early 30s. I was slim and running every day. I had lost the weight I had as a kid and I figured I was fine. But then I went for a routine physical and my cholesterol was literally off the charts like somebody in their 60s or 70s, who'd been eating steak every day.

I realized what I ate, even though I exercised and maintained a healthy weight, was still clogging my arteries. And my family history was such that I couldn't afford to do it. So it was literally then that I turned around, in 1993, and started researching healthier cooking. I'd written three or four books before that in higher fat meals, but I started to write my first book in healthy cooking.

JR: How did this affect preparing food for the family and kids?

RR: If you have skinny children you kind of turn away as they're eating junk because you think it's not going to hurt them. But what I started to learn is that cholesterol, diabetes, all of these things, start when they're children. Today, they're finding kids in their early teens already have blocked arteries, high blood pressure, diabetes.

One kid out of three born after 2000 will have Type 2 Diabetes, and that's all because of fast food and high fat food. So when ►

“I REALIZED WHAT I
ATE, EVEN THOUGH
I EXERCISED AND
MAINTAINED A
HEALTHY WEIGHT,
WAS STILL CLOGGING
MY ARTERIES.”

I started to look at these statistics and I started to do more research, I went back and became a nutritionist.


I really encourage parents to be the role models at home. I used to set the most delicious meals on the table, and they were good. I wasn't talking vegan style, poached or steamed, but it was heart healthy fat, and my kids would often turn up their noses. But by osmosis, over the years they picked it up. It was in the back of their minds. And today, all four of them, as adults, are really good eaters and they exercise.


That's one of the reasons that I launched into the books, the media, the catering company, the restaurant consulting. Because it's really a great way to spread your message.

JR: Reams of books are printed each year about food, and there are dozens of TV shows about food. Why is that, particularly today?

RR: It's almost like they call it food porn. It started back when I was entering the food world. I had my own TV show in 1998 to 2002. That was when the Food Network was just starting to get launched. I thought a show like that would never be successful. I thought no one would watch 24 hours a day of food. Boy, was I wrong. People loved it. And the shows got crazier and crazier, and more reality and more extreme.



They've done these studies from Harvard that people who watch these shows are actually heavier than other people. Nobody really wants to watch a healthy cooking show. There's only one or two healthy cooking shows out of 35. It's ridiculous. Like you're piling up butter to your elbow when you're mixing, and people just love watching that decadence. But when Paula Deen came out, and she was diabetic, all of a sudden people went, “You know you can't be that heavy.” You don't see obesity in people in their 80s. When people are obese, they die off in their 70s, 60s, from cancer, heart disease or stroke, or diabetes. ►








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JR: What's a beginner's mistake in the kitchen?

RR: Unless you really have a food gene, people think they can just whip something off, and not measure and not read the recipe. There are a handful of people like that. I'd say 99 per cent of us can't do that. I test and experiment, measure. When I wrote my cookbooks, it really made me a fine mathematician to measure down to the last spoon of flavour. And I tell people now, "Here's my book, here's my recipe, follow it 100 per cent and you'll have incredible success." And once you have that success, play with the recipe, because now you know what it should be like, the texture, the flavour.

JR: What's a recent discovery, or a long-time favourite food?

RR: A couple of foods that I like, that allow me to maintain a really healthy body weight, are quinoa and Greek yogurt. Quinoa is the only grain that's considered a complete protein. A half a cup is equal to three ounces of chicken or fish. So on the day that you don't want to eat the farm-raised fish or hormone injected chicken that everybody's worried about today, you can have quinoa. Put dressing on it, make it with tomato sauce, and it is a powerhouse of nutrients.

But the most important thing is after you eat, say, white rice in a Chinese food situation, you burp, you eat again, you burp. Whereas with quinoa, you walk away full and you'll find you won't get hungry for about three hours.

And that's because the glycemic index, your blood sugar, is rising very slowly. Whereas with white rice or with white starch, what I call an empty grain, it's rising quickly and then it crashes, which means you need more of that food.

And Greek yogurt is great, too. You can have it plain or mix it with berries for breakfast. You can even have Greek yogurt with quinoa. Greek yogurt has 18 grams of protein, for $\frac{3}{4}$ of a cup, which is unbelievable. More than you could ever imagine in eating fish or chicken in the morning. So it's a super breakfast.

JR: So let's talk about coffee culture, with coffee on every street corner.

RR: I think coffee by itself is great, and the studies now prove more and more that it lowers cholesterol. It's got some great



antioxidant powers. The key is you can't be drinking coffee after coffee after coffee. If you're starting to get anxious, or you're not sleeping at night, you're drinking too much! The problem is that coffee shops are mixing in whipping cream and syrup and tons of sugar. If you have two double doubles every day, you'll gain something like 12 to 13 pounds in a year. Just from the cream and sugar in those two drinks. It's not coffee. It's candy.

JR: What's in the pipe with Rose Reisman?

RR: One thing that is exciting for me in my catering company is that we're turning our 10,000 square foot kitchen into a nut-free facility. We're targeting the elementary schools now, to get kids proper, homemade lunches. That was ready for the new school year, and we have more than a dozen schools signed up, so it's very exciting. And a new book is coming in February. Stay tuned. ■

For more on Rose Reisman, visit artoflivingwell.ca.

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the sports world with
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— BY BELLE BELLOIL

When the Toronto Blue Jays clinched a playoff spot last summer for the first time in 22 year, this city went ballistic. People who had never watched a baseball game in their lives were tuning in every night, cheering in the streets, piling into sports bars and buying World Series tickets they'd never get to watch. In the last two months of the season, the team doubled its sales of branded merchandise.

One Toronto company, Silver Crystal Sports (named for cofounders Jeffery Silver, 33, and Adam Crystal, 49), capitalized on that excitement. One of Fast Company's 50 Most Innovative Companies in 2015, SCS makes build-your-own jersey kiosks for 400 partners worldwide, including MLB, NHL, NFL and NBA arenas.

The kiosks, called Fanzones, are micro-factories that give any retail store or stadium the ability to customize ▶

numbering and lettering on licensed sport jerseys and team apparel. SCS sells the kiosks to retailers for \$5,000 to \$100,000, sets up the touch screen technology and trains the staff on the machines.

Customizable jerseys aren't new. What is new is the technical aspect of the business. Last year, the company rolled out an app so that fans can customize their jerseys from their seats and have them delivered 20 minutes later.



*"WE'RE ACTUALLY
BEATING THE
INTERNET."*

"We're actually beating the internet," says Crystal. When a rookie player comes out on the ice for game one of his career, for example, his jersey isn't for sale yet. SCS allows fans to create their own, a strategy that has increased game-day jersey sales by 25% to 150%.


And they're helping retailers save money too. Jerseys typically sell for between \$100 to \$300, making them a high-cost, high-margin item. Plus, they can be risky, because players are often traded or entangled in scandal. But when kiosks can make jerseys on demand, arenas and stores can stock fewer of them.

Case in point: Because the team was already a SCS partner, the Blue Jays shop wasn't stuck trying to liquidate Jose Reyes and Daniel Norris jerseys when they were traded away. "The team store was able to control their inventory of numbers and letters, reduce their risk of pre-made jerseys and increase sales," explains Silver.

And they can pump out new ones in record time, too. So when Troy Tulowitzki and David Price were traded to the Blue Jays last summer, the shop just had to pull blank jerseys off the racks and press #2 and #14 to the backs.

But it's not all about Toronto. Sure, the first Fanzones program was set up for the Toronto Maple Leafs back in 2000, but SCS has most recently set up shop for Nissan Motorsports in Australia as well as becoming the official personalization licensee for the NBA flagship store in New York. In the coming months, the company plans to expand its appeal internationally. ■

To read more about Silver Crystal Sports, visit fanzones.com.



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CANDIDLY ON A CULTURE OF
VIOLENCE, GLORIFYING MURDER
AND ISRAEL'S RIGHT TO EXIST.

— BY MIKE FEGELMAN

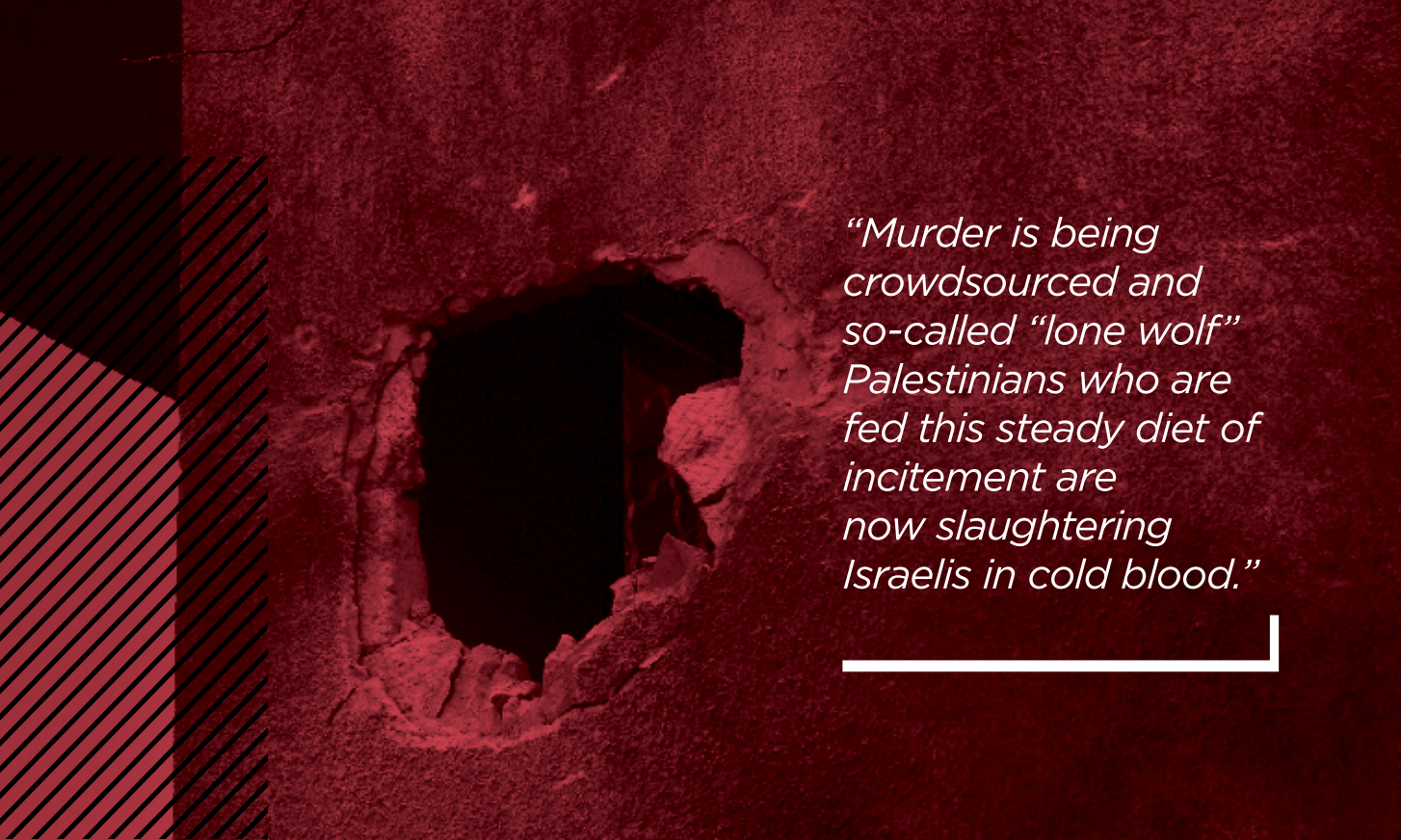
"Peace will come to the Middle East when the Arabs learn to love their children more than they hate us."

These words spoken by former Israeli Prime Minister Golda Meir in 1996, ring especially true today as Israel faces an unrelenting wave of terror carried out largely by young Palestinians. An erudite thinker, Meir lamented that "we can forgive the Arabs for killing our children, but we cannot forgive them for forcing us to kill their children."

In recent weeks, Israel has borne the brunt of hundreds of terror attacks. In Jerusalem proper, Tel Aviv, Hadera and in areas of the west bank, Israelis have been brutally murdered and maimed. Stabbed with butcher's knives, shot at, victims of stonings, Molotov cocktails, vehicle rammings and suicide bombings. The reaction by the international community, the United Nations, leading opinion makers and thought leaders in Canada's media has been deafening silence and indifference to Israeli lives.

Terror doesn't occur in a vacuum and terrorists are born from nurture, not nature. Fanning the flames and provoking this recent terror war is a sustained campaign of incitement to violence, indoctrination of hate and justification of terror that is being promoted and instilled in all facets of Palestinian society.

A culture of violence exists due to state-sanctioned Palestinian glorification of terrorism and incitement against Israel. Whether by the official institutions of the Palestinian Authority which honours terrorists killing Israeli civilians as "heroes," whose school



“Murder is being crowdsourced and so-called “lone wolf” Palestinians who are fed this steady diet of incitement are now slaughtering Israelis in cold blood.”

textbooks feature maps where Israel is purged from the region, and whose media call Jews “barbaric monkeys [and] wretched pigs,” Israel’s neighbours and supposed “partners for peace” are nurturing a climate of hatred against Israeli Jews.

Palestinian adolescents—weaned on blood libels—now play video games where the goal is to kill and mutilate as many Jews as you can. On the internet, Palestinians terror meets Web 2.0 as YouTube videos instruct Palestinians on how to literally go for the jugular, and how to disembowel and decapitate Israelis with kitchen knives, much like ISIS is doing in Syria and Iraq.

Murder is being crowdsourced and so-called “lone wolf” Palestinians who are fed this steady diet of incitement are now slaughtering Israelis in cold blood.

The recent Palestinian terror attacks that killed four Israelis—two Israeli men who were stabbed to death in Jerusalem’s Old City and a Jewish couple gunned down in a drive-by shooting ambush in the west bank in full view of their four now orphaned children—were especially gruesome and traumatizing to Israeli society. While these attacks received some coverage by the mainstream media, what has largely been ignored is the fact that the official party of PA President Mahmoud Abbas, the Fatah movement, referred to the murder of this Israeli couple as being legal and a Palestinian “national duty”.


More troubling is that Abbas’ own Fatah movement claimed credit for this terror attack, and this fact alone may have serious repercussions not only for the Middle East peace process, but perhaps for Canadian, American and international aid to the

Palestinians as the Oslo process stipulates a renunciation of Palestinian violence.

Israel contends that the recent series of attacks are the direct result of incitement by radical Islamist and terrorist elements which call on Palestinians to murder Jews and which spread the false and malicious claim that Israelis are taking over the Al Aqsa Mosque compound, despite Israel’s commitment to maintain the status quo arrangement on the Temple Mount in Jerusalem. The culture of hate in the Palestinian media, schools and social networks, together with the inflammatory statements made by Palestinian leaders, has reached new uncharted heights in recent days.

In Gaza, the Hamas terror group encourages suicide bombings and a third intifada saying “We call for escalating and deepening the intifada.” Meanwhile, a Muslim preacher in Gaza brandished a knife during a sermon encouraging Palestinians to step up their stabbing attacks on Israelis, declaring that they should “cut them into body parts.” This is the climate of hate that exists in the Palestinian territories.

And it was just a couple weeks ago that PA President Mahmoud Abbas gave an incendiary speech at the UN, which analysts say was this Palestinian leader tacitly giving a green light for this wave of terror. In a speech on Palestinian TV on September 16th, Abbas said “we bless every drop of blood spilled for Jerusalem. With the help of Allah, every shaheed (martyr) will be in heaven... Al-Aqsa is ours and so is the Church of the Holy Sepulchre. They [Jews] have no right to desecrate them with their filthy feet.”



“IN JERUSALEM PROPER, TEL AVIV, HADERA AND IN AREAS OF THE WEST BANK, ISRAELIS HAVE BEEN BRUTALLY MURDERED AND MAIMED. STABBED WITH BUTCHER’S KNIVES, SHOT AT, VICTIMS OF STONINGS, MOLOTOV COCKTAILS, VEHICLE RAMMINGS AND SUICIDE BOMBINGS. THE REACTION BY THE INTERNATIONAL COMMUNITY, THE UNITED NATIONS, LEADING OPINION MAKERS AND THOUGHT LEADERS IN CANADA’S MEDIA HAS BEEN DEAFENING SILENCE AND INDIFFERENCE TO ISRAELI LIVES.”

Importantly, the Palestinian Authority has not condemned these barbaric terror attacks and Abbas has stated that he supports “the defenders of Al Aqsa against the terrorist settlers.”

Meanwhile, the Palestinian Authority named a street on the outskirts of Ramallah after a Palestinian terrorist who killed two Israelis in early October. Not to be outdone, Chief Palestinian delegate at the United Nations, Riyad Mansour, accused Israel of harvesting Palestinian organs. A modern day blood libel. And in Gaza City, you can go to a clothing shop named “Hitler 2” whose owners display clothing for sale on masked mannequins which have knives taped to their hands.

Instead of teaching kids peace, promoting tolerance, mutual respect and co-existence, Palestinian youth who are incited to hate are doing exactly as they are taught: murdering innocent Jews.

As a result, peace is now only more elusive, the conflict protracted and the peace process is as moribund as ever. Without a doubt, more Israeli security measures will have to be implemented to safeguard Israeli lives which will ultimately curtail Palestinian movement.

A society and culture that glorifies Palestinian murderers as “martyrs” will never embrace the path to peace and accept Israel’s right to exist. For change to occur, from the grassroots up to the highest echelons of power, and from the top down, Palestinians must take tangible steps to end the daily incitement that has led to the recent violence that we are witnessing. ■

Mike Fegelman is Executive Director of HonestReporting Canada, a non-profit organization that ensures fair and accurate Canadian media coverage of Israel. Visit HonestReporting.ca for more.



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FOOD for Thought

ZANE CAPLANSKY
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OF CELEBRITY ON
THE SIDE.

— BY DAVE GORDON

As a young boy, Zane Caplan worked in his grandfather's downtown apparel shop, tasked with handing out candies to customers, sweeping floors, and handing out flyers. After work on Sundays, the two would seek out the comfort of corned beef sandwiches, fries and cream sodas from the neighborhood's Switzer's Deli on Spadina Avenue. This is his first recollection of his love for Jewish comfort food, and the start of his craving for a great smoked meat sandwich.

Many decades later, he'd provide that very comfort food to scores of others. For him, deli sandwiches would no longer be what he once consumed after work—it would become the very centre of his work.

But the path to Caplansky's Deli was paved with forks in the road. He spent five years travelling the world, toiling in restaurants in Australia, Great Britain, and small town British Columbia. He ran a chai stand in the foothills of the Himalayas, took cooking classes in China, and completed George Brown College's chef school. ▶

Despite the highly developed culinary skill set, at that time it wasn't the main course of his career. In the late 1990s, he ran a software company, one which suffered a hard blow during the dot-com crash. He lost the company, and his home. He was forced to live in his car in the parking lot of the Hilton Hotel, in Palm Beach, Florida, in what he describes as "the lowest, darkest part of my life."

After some spins in the scrap metal industry, followed by some political work, the legend of how one of the most famous delis in North America began was with one straightforward request. As friends of his headed off for a jaunt to Montreal in the summer of 2007, he asked each of them to bring back a much-coveted smoked meat sandwich from Schwartz's Deli. Each of them came back empty handed, neglecting to fulfill the request.

Indignant, he thought, "Why can't you find a decent smoked meat sandwich in this city?" Utilizing his newfound skills from a book he purchased online on how to cure meat, he made his first brisket in his Cabbagetown home.

He then seized the chance to rent an upstairs kitchen for a few hundred dollars a month in downtown's Monarch tavern, where he cured, spiced and smoked his own hand-sliced briskets. The French fries were hand cut, too, and he made gravy, knishes and cabbage borscht soup out of the meat scraps.

The first year brought about "a mad crush of customers," he recalls. Frequently, he would sell completely out of meat. In came the kudos and accolades. Food maven Joanne Kates placed the deli in her top ten of 2008, and NOW Magazine featured the upstart with stellar reviews.

A group of loyal customers stepped forward as investors, culminating in the opening of the now-famous restaurant at 356 College Street in September 2009. The establishment was dubbed Caplansky's, his grandfather's surname, which Zane legally adopted.

The area, it happens, has distinctive meaning, bringing him back to his family roots. Not only was that address a ten minute walk away from his grandfather's old garment store, it was also two doors away from where his great-grandfather had a hardware store, two blocks from where his other great-grandfather had a kosher butcher shop, and in the same neighbourhood where his great-grandmother made and sold deli sandwiches.

Since opening, the restaurant has been profiled in, what he believes, the most number of media of any other eating establishment in North America. The deli has seen coverage from Details, En Route, the Wall Street Journal, Toronto Star, and New York Times thrice, among scores of others.

Ultimately, he credits "persistence, hard work, and integrity" that brought him from homelessness to a restaurant of his own. But how did all of this happen, so big and so fast?

"Sometimes I wonder myself. I started this in the most modest way possible. I never dreamed this. Never thought this was possible. But the truth is, my food is awesome. We hand make all of the food. That's really the cornerstone of the business," he says.

And there's the intangible too, an idiosyncratic feeling—from the neshama, perhaps—that oozes from the food into the being. "On a more spiritual level, it's like the movie Like Water for Chocolate. I believe in that philosophy, that what goes into your food goes into your heart. I want people to take a bite and feel the love that we put into each sandwich," he explains, adding that it is comfort food, exemplified. "No matter what kind of shitty day you're having, you can always have a Caplansky's turkey sandwich and feel better." ►

"I BELIEVE THAT WHAT GOES INTO YOUR FOOD GOES INTO YOUR HEART. I WANT PEOPLE TO TAKE A BITE AND FEEL THE LOVE THAT WE PUT INTO EACH SANDWICH. NO MATTER WHAT KIND OF SHITTY DAY YOU'RE HAVING, YOU CAN ALWAYS HAVE A CAPLANSKY'S TURKEY SANDWICH AND FEEL BETTER."



But there are a lot of people with awesome food who put TLC into it, have a decent following, make a decent living, and never become iconic city tourist hot spots. "It's also my ability to be newsworthy, to attract attention and promote myself," he says matter-of-factly.

It worked. It helps to have four appearances on TV's Dragons' Den. Of course, he had to audition like everyone else. For the first appearance, in the CBC foyer at five in the morning—number five in line, he'll have you know—he brought just a hot brisket, a smoked meat slicing station, and a poster of what his future food truck might look like. "I started to get the sweats," he says of his nerve-wracked presentation. Much to his surprise, a woman he had never met raced up to him. "Caplanskys! I love Caplanskys! Food trucks. I like food trucks. You're on the show." Turns out she was executive producer Tracie Tighe. "If she says you're on the show," Caplansky says, "you're on the show."

The truck—which he sought investment for—was the biggest prop they'd seen on Dragons' Den. Kevin O'Leary, known for his curmudgeonly snide remarks, chimed in: "I am from Montreal..." Caplansky tensely prepared to be cut up worse than a salami in an mechanized meat slicer. "And this is the best smoked meat I've ever had." That kind of endorsement is tough to buy.

Jim Treiving, of Boston Pizza fame, thought to be the wise elder of all things food related on the show, took a pass, and the other investors followed his lead.

Despite striking out in the Den, he launched what is touted as the first modern food truck for Toronto in 2011. Two years later, in another pitch, Caplansky proved the Dragons wrong



again, when the restaurant launched its own line of mustards, now found in 100 retailers.

The Den proved to be more than simply a chance to present his wares to TV's most popular investors. It was his entrée into further television. Zane and Caplansky's Deli have been featured on such shows as You Gotta Eat Here, Diners, Drive-Ins and Dives and he was a judge on 14 episodes of Food Network's Donut Showdown. "That's right. I got paid to eat donuts," he says.

TV opened doors to radio, and as host of CFRB1010's Let's Eat with Zane Caplansky, he talks to 60,000 listeners about "food and people, and their intersection," often welcoming celebrity chefs, foodies and guests.

No stranger to celebrity, the famous eatery itself has attracted famous names such as actors Ray Liotta and David Cross, Hollywood film director David Cronenberg, and astronaut Chris Hadfield. Rush frontman Geddy Lee, a frequent customer, has a dish named after him, fashioned after comfort food his father Morris had often served decades ago: smoked salmon, salami with eggs. The two men initially couldn't agree on what to call it. Caplansky offered a homage to the band's hit "Closer to the Heart." From Geddy's end, the counter-suggestion was "closer to the heart attack," which Caplansky quickly nixed. They settled on The Geddy.

Adam Sandler was also a patron on several occasions, once walking his cutlery and empty plate back to the kitchen himself. When asked by a bewildered Caplansky what was going on, Sandler explained that previous to his acting fame he had bussed tables—and was fired by several restaurants. "Yeah," exclaimed Caplansky, with tongue

firmly in cheek, "you're about to get fired again. Get outta here."

As if his plate isn't already full, earlier this year his first franchise opened in the Yorkville area, as well as a follow up at Pearson International Airport. He is actively seeking other franchise opportunities across the country.

He's also mulling over authoring a book, about what exactly has yet to be determined, but whatever he ends up writing, one message is guaranteed to appear: "My story is about authenticity, finding your inner passion. It's about following your dreams, it's about reinventing yourself, it's about finding the reason God put you here. It's about being who you are even in the face of controversy and against all odds." ■

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CENTRE STREET DELI

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This Thornhill deli has been in business since 1988 and does everything from smoked meat sandwiches to chopped salads, breakfast platters and cabbage rolls. Rumour has it that the deli has been sold to new owners, but no word on whether it will live on.

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NEW DIRECTION

ONTARIO PC

PATRICK BROWN, ONTARIO'S PC LEADER, SPEAKS TO THE JEWISH REVIEW ABOUT WHAT'S IN STORE FOR THE PARTY, WHAT HIS MESSAGE IS FOR THE JEWISH COMMUNITY AND WHAT HE THINKS THE PROVINCE NEEDS TO SUCCEED.

— BY CHAIM SOLOMON

There's a relatively new face on the provincial political scene, a leader who, nearly a year after taking the helm, is beginning to reshape his party.

Elected leader of the PC Party in May, 2015, Patrick Brown defeated his only remaining opponent, Christine Elliott, winning nearly 62 per cent of the vote. Six months later he won a seat as MPP for Simcoe North, in a provincial by-election.

His hope, of course, is to continue his winning streak by being elected premier in 2018. His plan: To take Ontario in a new direction under the Progressive Conservative Party. He's already made inroads in terms of diverse membership, and has been carving out his own space with a pragmatic mix of political balance and practical solutions.

While the ruling Liberals have dominated the legislature—and the headlines—for the past fifteen years, Ontarians might not be familiar with what the PC Party plans to do if elected, what their platform is and what they

stand for under Brown. He has two more years to earn name recognition, trust, and the confidence of his people. Here, he tells all to the *Jewish Review*.

Jewish Review: Tell me about the plans of the Progressive Conservative Party under your direction?

Patrick Brown: I'm very excited about the direction the party is taking. A year and a half ago, we had ten thousand party members. Today, we have eighty thousand. We have membership that is disproportionately young, disproportionately diverse, and we're growing in the places where we needed as a party to grow.

In Queen's Park, we're taking a thoughtful approach. I've said there's no monopoly on a good idea. I don't care if a good idea comes from the NDP or the Liberals. If it makes sense for Ontario, we'll support it; if it doesn't, we won't. No more partisan blinders. Whatever's in the best interest of the province.

Frankly, the government's been giving us a lot of ammunition. There are some pretty substantive issues that we need to



Patrick Brown, Ontario's PC Leader



“ONTARIO IS STRONGER WITH THE DYNAMIC JEWISH POPULATION WE HAVE, AND I THINK MULTICULTURALISM IS ONE OF THE THINGS THAT DRIVES OUR SUCCESS.”

deal with as it is: the Hydro sale, the teacher union payments, and obviously the soaring prices of energy in Ontario.

JR: Let's take the Hydro sale. Can you elaborate on your objections?

PB: The Hydro One fire sale is something that was never mentioned in the last provincial election. There's no oversight. An independent officer of parliament said this is the wrong approach. The financial accountability officer's report said that this would have short term benefit to the province, but on the long term would damage Ontario's financial position after year two.

We have an asset that produces \$700 million in revenue, and we are giving it away well below what it could potentially be worth. So I think that's why you've seen such a chorus of opposition to it. In 185 municipalities, public opposition is in the range of 83 percent.

The government says that it's going for infrastructure, but that's just a shell game. Their infrastructure budget, prior to the fire sale, was \$130 billion, prior to ever even thinking of selling Hydro One it was

\$130 billion over ten years. Now with the fire sale, it's going to be \$130 billion, so there's not one iota of change. This is a big issue at Queen's Park, because too many families are already stressed with their energy bill and energy prices. Seniors are being forced to pay their hydro bill, or heat their home, and it's not acceptable.

JR: Utility fees keep going up.

PB: Over the next four years, it's expected to rise 42 percent. And we now have among the highest energy prices in North America.

JR: How much had it gone up previously?

PB: When the Liberals came to office in 2003 it was about 4.5 cents a kilowatt, and now we're quickly approaching 20 cents a kilowatt. Frankly, it hurts our competitiveness. Not only is it about affordability for families and seniors, but we're losing businesses. You know, when Goodyear decided not to do their expansion in Napanee, it was primarily because of energy prices.

Everywhere I go I hear about energy prices killing our abilities to have a

There's no monopoly on a good idea. I don't care if a good idea comes from the NDP or the Liberals. If it makes sense for Ontario, we'll support it; if it doesn't, we won't. No more partisan blinders. Whatever's in the best interest of the province.

manufacturing sector in Ontario. We've lost 350,000 manufacturing jobs on the watch of the Liberals, and unless they get their energy policy in order, we're going to continue to bleed jobs.

JR: What will sell the PC party to the people of Ontario?

PB: I want to make Ontario prosperous again. Rather than it being a province that receives equalization payments, I want us to be a province that leads Canada. And I think the way to get there is to get our fundamentals right.

When the Chief Executive Officer of Fiat Chrysler Automobiles, Sergio Marchionne, was in Toronto, he said he wasn't investing in Ontario, because of the cost of doing business here. He talked about the payroll tax, and energy prices.

I want to be not slightly worse than all our competitors. I want us to be slightly better. That means we need to get three things under control: energy prices, transportation corridors, getting rid of red tape.

Transportation means getting product to marketplace, a large component of being competitive. You know, we have 354,000 regulations in Ontario. We are a haven for red tape. We need to cut red tape, to make government faster and more effective. We have to be faster. We have to treat government like a business.

JR: Can you offer an example?

PB: The snail's pace of government would never be tolerated in the private sector. That's why we need to have more of a private sector culture within government.

So if you're applying to get a permit for a driveway, like the mayor of Midland did in my riding, Simcoe North, it shouldn't take three years. What Ontario's known for is it's not a great place to do business. We need to turn that around. I think the culture in the government of Ontario isn't suited for efficiency.

As an example, the recent teacher union payments. The fact that two and a half million dollars was given to a teachers' ►



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JR: What kind of economic shape is Ontario in?

PB: We are the most indebted subnational government in the world right now, provincial or state.

JR: How would you dig us out?

PB: There are a number of reasons for the position we're in.

One, you lose 350,000 manufacturing jobs, you lose 350,000 people not paying provincial income tax. So, we have to make us prosperous again by retaining and recruiting employment.

But I also believe it's about priorities. The Liberals will spend two and a half billion dollars on the Pan Am Games, a billion dollars on cancelled gas plants, or a billion dollars on the ORNGE ambulance scandal, or a billion dollars on smart meters. They'll subsidize energy contracts, for green energy to go to South Korea or China.

Those wouldn't be my priorities. I believe that life is unaffordable right now. That's one of the challenges that we have in Ontario. My priorities would be to make sure, just like any family would, that you don't spend beyond your means. We must invest in priorities: education, health care, supporting small businesses, making life affordable for families.

JR: What message do you have for the Jewish community?

PB: I would say that I consider myself a friend to Israel. I had the honour to visit Israel with the Canada Israel Committee, when I was a Member of Parliament, and obviously it's an ►

incredible country. And it was a very much moving experience going to Israel.

On a provincial level, Ontario is stronger with the dynamic Jewish population we have, and I think multiculturalism is one of the things that drives our success.

From every political party, we deplore anti-Semitic behaviour, and certainly we would join that chorus unequivocally, and with pride, to denounce such values that are not Canadian.

JR: What if the election happened today?



PB: Obviously, the Wynne government is in a lot of trouble in public opinion. They're disapproval rating reached 71 percent, the lowest point of popularity for the government in the entire tenure of both Dalton McGuinty and Kathleen Wynne's time in office.

But I think more than the public losing faith and interest in the approach taken by Wynne, it's important that we talk about our policies and our ideas in a positive manner.

The next campaign that we run will not simply be run by saying how we're not them. It will be listening to what Ontarians want, from the grassroots and onward. ■

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When Aviva Reimer launched Perfect Fit Millionaire Introduction Service in 2010, she had one goal in mind: To help her clients create healthy bodies, healthy minds and healthy relationships.

The consummate solution for exemplary people, Perfect Fit clientele—mostly Jewish, successful professionals aged 25 to 60—are committed, ambitious, disciplined, intelligent, and unafraid to go after what they want. Just as millionaires understand the importance of commitment and discipline when building an empire, Perfect Fit millionaires transfer these same skills to building relationships.

Part one of the business focuses on matchmaking—an introduction service to help clients find their perfect fit. It's not an online dating service where you fill out a form and hope for the best. Instead, Perfect Fit clients get personalized one-on-one service. They meet privately to discuss past relationships—good and bad—and how they dealt with the eventual break-up.

"We must know that they are serious about love and have no desire to play games," Reimer says. "We base our client matches on core values, character, background, personality, lifestyle, and, of course (everyone's favourite) attraction."

But sometimes people have superficial expectations. Although attraction and chemistry are important, Reimer warns that they can come in a surprise package and you never know unless you've "unravell'd it a little or looked under the hood, so to speak."

She describes a fundamental difference between men and women: "Men need that physical attraction and sometimes the physical gets them in trouble down the road. Women are more receptive to how a man makes them feel versus how he looks. You can meet a stunning male or female model and not be able to relate or sustain a conversation. You can also meet someone average looking with confidence and charm and all of a sudden find them irresistible."

The founder's motto extols integrity: "Say what you do and do what you say." She explains that people are controlled ▶

The Perfect MIX

— BY AHAVA SPILLMAN

“WE ALL WANT WHAT WE WANT, BUT WHAT DO YOU BRING TO THE TABLE? IF YOU WANT AMAZING, YOU NEED TO BRING AMAZING. WE NEED TO LOVE OURSELVES FIRST BEFORE WE CAN TRULY LOVE SOMEONE ELSE. THIS IS THE WAY TO A HEALTHY, LOVING AND RESPECTFUL RELATIONSHIP.”

by their past experiences, assumptions and expectations, so it's essential to ensure that clients meet only likeminded individuals who have a zest for life, come from a healthy upbringing and have an open heart. These attributes are the down payment for anyone's ticket to Shangri la.

That said, Perfect Fit doesn't always accept willing clients. Sometimes applicants don't qualify; they don't meet the criteria. There are issues perceived by Reimer and her staff that are obvious red flags. If there are outrageous notions, unrealistic conjectures, a lack of trust and patience, or if the applicant is fresh out of a relationship or not in a healthy place, they won't suggest a match. But they will offer a plethora of other possibilities.

That's because Perfect Fit doesn't just focus on providing clients with partners. Self-love and confidence are the keys to a lasting relationship, says Reimer. So part two of the service incorporates all things fitness. Working with a team of professionals, from personal trainers to image consultants, therapists to dating coaches, Perfect Fit is in the business of helping clients become enhanced versions of themselves.

Reimer herself is a huge fitness enthusiast. “Fitness was my recipe to overcome everything difficult that came my way,” she says. “It was the driving force pushing my confidence up and self-awareness surging. It built me emotionally and intuitively to a place where I could guide people and help them find physical and emotional health in life and love.”

The association between physical and emotional fitness is natural, but Perfect Fit is the first to connect the two professionally. “The physical fitness component is the direct link to emotional well-being. It plays a critical part in how we perceive ourselves in our lives and how we are perceived,” says Reimer. “It's the game changer.”

Working with a fitness trainer demands hard work, but Reimer's capable personnel add fun and commitment to the mix of cardio and weight training. The health studio is equipped with state-of-the-art equipment, and each trainee is provided with an individual schedule that accommodates personal timetables.

The company believes that fitness begins with the mind, and that training the mind will teach self control, restraint, responsibility and perseverance which naturally lead to a sense of accomplishment and the ability to change mentally and physically. Reimer guarantees results, ensuring safety and motivation.

The matchmaking part of the business often melds with the fitness aspect. “If potential matchmaking clients could use some fitness work, there's always a tactful way to suggest it,” Reimer says. “If they are serious and want big doors to open, they're always on board and committed to it.”

And because looking good means feeling good, Perfect Fit offers image consulting services, which advise clients on the latest fashion trends, introduce them to the best tailors, and guide them through the precarious journey until they're feeling savvy and chic. It also offers makeover services, where professional stylists and makeup artists work closely with clients to update their looks, teach industry techniques and give them the tools they need to launch a new, sassy first impression.

“First impressions are everything and at times we need to do some tweaking,” Reimer says. “Just remember, no one is perfect but we want the perfect one for you.”

In addition to matchmaking and fitness, part three of the business offers divorce and life coaching services, helping clients acknowledge pain and create a plan to move forward.

Perfect Fit clients can choose to enrol only in the matchmaking program, the fitness program, the divorce program,



AVIVA REIMER

the life coaching program, or any combination of the above. You can be happily married and looking to improve your health and love life or single and considering a remodelling of the body and revelation of the soul.

Perfect Fit's mission is to open doors and get people towards their happily ever after. “We all want what we want, but what do you bring to the table? If you want amazing, you need to bring amazing,” Reimer says. “We need to love ourselves first before we can truly love someone else. This is the way to a healthy, loving and respectful relationship.”

What is most refreshing is the atmosphere of enchanting amiability that permeates Reimer's discourse. It's clear she loves what she's doing, and while

she certainly endeavours to engage each client in the work of refining oneself in all aspects of life and love, she still concedes to the serendipitous possibilities of the unlikeliest of romances.

She becomes a friend, an ally, and a confidant. “She gets it. She gets me,” one client exclaims. “If I was having a difficult time, Aviva could always change my mood with just a simple text message,” another declares.

Reimer agrees. “Let me tell you that after a couple meets, we are still in the background working the magic,” she says. “We're always in your pocket on speed dial, and there is never a shortage of fun.” ■

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LIBERALS

— BY MICHAEL LEVITT

ON ISRAEL

WHEN EVERY SINGLE GTA RIDING VOTED LIBERAL IN LAST OCTOBER'S ELECTION, MOST OF TORONTO'S JEWISH COMMUNITY WAS TAKEN BY SURPRISE. AND YORK CENTRE, A CONSERVATIVE STRONGHOLD THAT HOLDS ONE OF CANADA'S LARGEST JEWISH POPULATIONS, WAS ONE OF THE CLOSEST RACES OF THEM ALL. MICHAEL LEVITT, THE RIDING'S NEW MEMBER OF PARLIAMENT, SHARES HIS VIEW OF THE LIBERAL PARTY'S STANCE ON ISRAEL.

On Election Day, my riding of York Centre was one of the closest races in Toronto. When so many ridings were being called for the Liberals, York Centre's results remained unclear late into the night. With our eyes glued to the election coverage, we asked ourselves if we had won enough votes.

It was only at 2 a.m. that Elections Canada confirmed me as the newly elected Member of Parliament for York Centre. I am deeply honoured that the voters of York Centre believed in me and entrusted me with the responsibility of representing them in Ottawa. ►

“WHEN THE TORIES WON YORK CENTRE IN 2011 AS PART OF THEIR BROADER REGIONAL GAINS, IT WAS A WAKE-UP CALL. RESULTS FROM THAT ELECTION SHOWED THAT MORE THAN 50% OF JEWISH VOTERS VOTED CONSERVATIVE, IN LARGE PART BECAUSE OF STEPHEN HARPER'S STRONG SUPPORT FOR THE STATE OF ISRAEL.”



Winning York Centre was more than just a hard fought campaign. In a riding that has one of Canada's largest Jewish populations, we debunked the myth that the Liberal Party had permanently lost the support of the Jewish community.

For over fifty years, it was accepted wisdom that Jews voted Liberal. Whether it was because of Liberal social policies like establishing multiculturalism and open immigration, or our proven economic stewardship, the Jewish community supported us.

Arriving in Canada as an immigrant from Scotland when I was a young teenager, I became Canadian under a Liberal government. I soon realized that the principles and values of Pierre Trudeau and the Liberal Party paralleled the values instilled in me as a member of the Jewish community.

When the Tories won York Centre in 2011 as part of their broader regional gains, it was a wake-up call. Results from that election showed that more than fifty per cent of Jewish voters voted Conservative, in large part because of Stephen Harper's strong support for the State of Israel.

It meant that during this election, it was essential to remind the Jewish community that the Liberal Party offered a progressive, sustainable Canada, including strong and consistent support for the State of Israel. ►

Prime Minister Trudeau and the Liberal Party expressed this support throughout the campaign but never more publicly or succinctly than during the Munk Foreign Policy Debate. This intervention was a pivotal moment. As Stephen Harper brought up Israel as a partisan wedge issue, Mr. Trudeau rebutted:

“The issue of Israel where we most disagree as Liberals with Mr. Harper is that he has made support for Israel a domestic political football when all three of us support Israel and any Canadian government will.”

Where we as Liberals stand is clear and will not change: Canada is Israel’s ally, plain and simple. This support is built on a foundation of shared values. These are Canadian values, not Conservative.

The lessons to be learned from this campaign are many and we are still reflecting on them. One thing is abundantly clear, however; the Jewish community cares about Israel, yes, but we also care deeply about the Canada we live in.

Prime Minister Trudeau and the entire Liberal team showed an inclusive, progressive, smart plan for Canada’s future; something that the Jewish community and the voters of York Centre voted for. We know that Canadians voted for change, change for the better, and that is exactly what I am committed to providing over the next four years. ■

Michael Levitt is the Member of Parliament for York Centre, a founding member of the Canadian Jewish Political Affairs Committee, and outgoing board member of the Koffler Centre of the Arts, and the Jewish National Fund.



Michael Levitt with Irwin Cotler following his swearing-in



Michael Levitt being formally sworn-in as MP for York Centre

NEW KID ON THE BLOCK

MARK SHAPIRO STEPS UP TO THE PLATE AS THE BLUE JAYS’ NEW PRESIDENT & CEO.



— BY DAVE GORDON

In 2015, our team almost made it. Being a World Series team, for the first time in 22 years, was inches away. And with spring training around the corner, we’re crossing our proverbial fingers (in the most Jewish way possible) that we’ll see that same Blue Jay magic—and more—in the months to come.

Eyes will particularly be on the new leader at the helm, Mark Shapiro, who officially joined the Toronto Blue Jays’ as president and chief executive officer two months before the New Year. ▶

“BUILDING A TEAM ISN'T JUST COLLECTING TALENT. IT'S ABOUT PLAYERS THAT ARE COMMITTED, THAT ARE WILLING TO TAKE RISKS AND COMMIT TO SOMETHING BIGGER THAN THEMSELVES.”

Shapiro's initiation didn't include the warm Canadian welcome you'd expect. Alex Anthopoulos, Blue Jays' General Manager since 2005, decided to walk away rather than work for Shapiro. One of the conditions of Shapiro's appointment was that he would have final say on player acquisition. This didn't sit well with Anthopoulos—a man who said it was always his goal to remain with the Jays until the end of his career—undoubtedly because he had full autonomy under the previous CEO.

Anthopoulos' departure immediately made Shapiro the bad guy in the eyes of the fans. “I have a pretty good track record of who I am as a person and who I am as a leader,” Shapiro told the Toronto Star. “So it's a little strange to all of a sudden go from a guy who was considered to be a nice guy to a guy who's Darth Vader.”

But public perception is not at the top of his to-do list these days. Shapiro arrived at a pivotal time for the franchise, which will be celebrating its 40th anniversary this season. And many are eager to find out what direction he'll take as the Jays' CEO.

One thing is abundantly clear: He wants to win. “Clearly, winning has to be the primary area of focus,” Shapiro tells the Jewish Review. “A relentless, obsessive commitment to building a winning team.”

“Building a team isn't just collecting talent,” he adds. “It's about players that are committed, that are willing to take risks and commit to something bigger than themselves.” He also says he wants to integrate more sports psychology, and “build a business organization that obsesses about fan experience at every interaction and every touch point.”

Next on his list, the Roger's Centre is in dire need of a reno, one that may cost in upwards of \$400 million. Shapiro, like anyone's who's experienced the dome, has been a fan of the awe-inspiring structure since his first exposure to a Jay's game just after he polished off his history degree at Princeton in 1989. “My memory was seeing this building and just being blown away at what an incredible engineering marvel it is.”

And the Roger's Centre isn't the only spot that needs an upgrade. The team's spring training facility in Dunedin, Florida, is widely considered to be the worst in Major League Baseball. Shapiro has to choose between a reno or moving the Jays to a new facility when the team's lease expires in 2017.

To make matters worse, team cornerstones José Bautista and Edwin Encarnacion are set to become free agents this year. And the Blue Jays' stock of minor-league prospects was depleted by last year's trade deadline frenzy.

Last but not least, Shapiro has to hire a new GM. When Anthopoulos walked, assistant GM Tony LaCava took over for the interim, but a search for a full-time replacement is in the works.

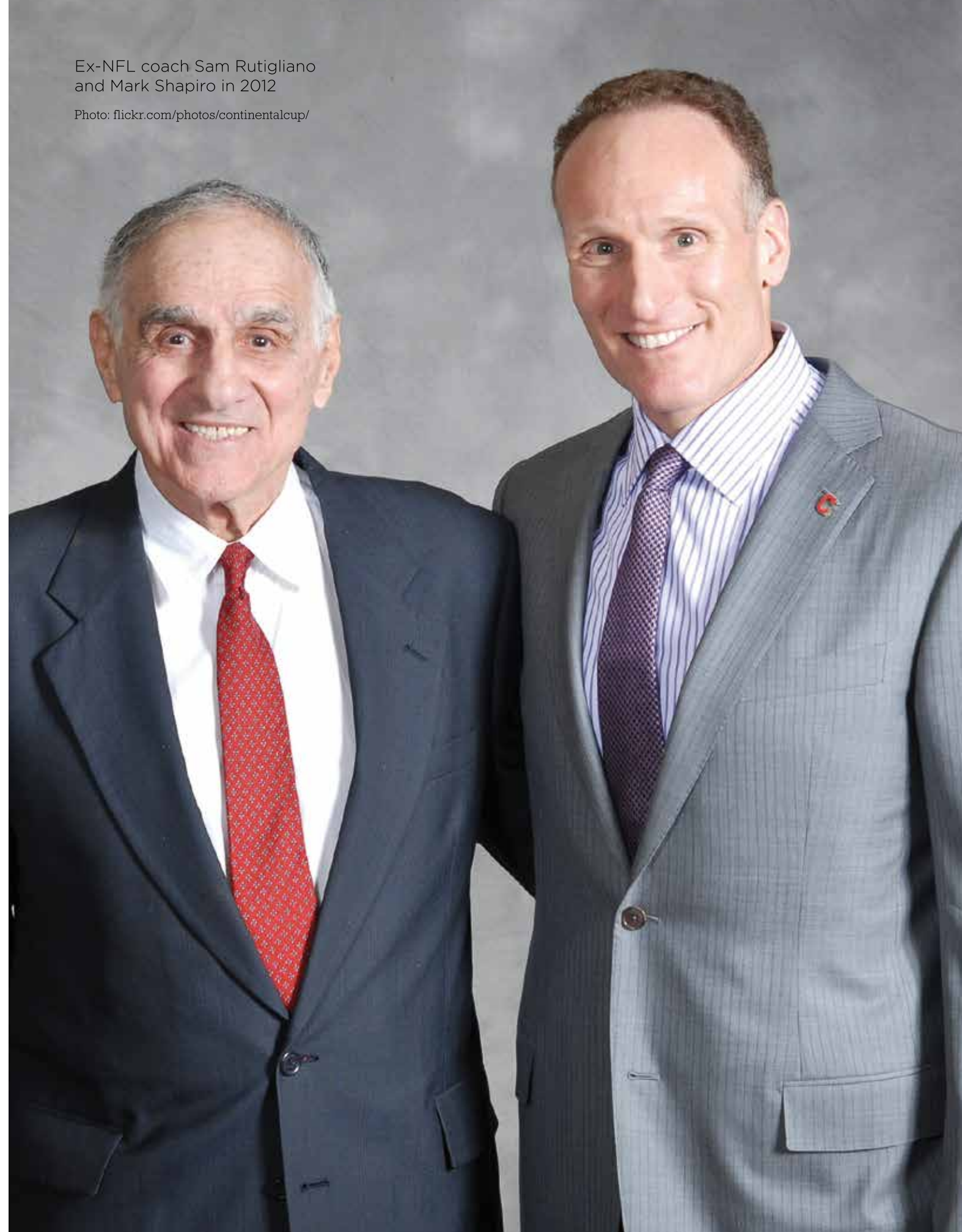
There's every reason to believe he'll hit it out of the park with each and every pitch, given that he's spent an entire lifetime surrounded by the game, its players, its strategy, and its details.

Shapiro invested nearly a quarter-century with the Cleveland Indians, a tribesman with a tribe, having worked his way up from player development to team president. It was there that the Sporting News named Shapiro Executive of the Year in 2005 and 2007.

His managerial style hasn't changed all that much, he maintains. “If you have a moral compass and a set of well defined values,” Shapiro says, “those are going to be the determinacy of how you lead.” ▶

Ex-NFL coach Sam Rutigliano and Mark Shapiro in 2012

Photo: flickr.com/photos/continentalcup/



But baseball and Shapiro go farther back than the Indians. Way back. Son of Baltimore attorney and sports agent, Ronald M. Shapiro, the game was ingrained at a very early age. “Baseball was a part of the fabric of my childhood growing up. It was a connection and a bond for me, with my dad.”

“It’s hard to separate out baseball from my childhood,” he continues. “Whether it was stickball, wiffleball, little league or playing catch in the street. Maybe it was the fact that my dad, at some point in my adolescence, started representing major league players and they started being part of my life. Baseball, informally or formally, was always a part of my life.”

Among his baseball heroes growing up was Baltimore Orioles’ Brooks Robinson, for “consistency, the way he treated people, and his artistic style of play.” Jewish ball player Al Rosen, AKA The Hebrew Hammer, who played for the Cleveland Indians from 1947 to 1956, was also a role model.

But The Hebrew Hammer wasn’t his only source of yiddishkeit growing up. Shapiro says he was reared with a “strong Jewish identity,” identifying most with the “education, culture, understanding of history, and the values are intertwined in that history.” They include: “Work ethics, commitment to community, compassion and tolerance,” which he says were “defining attributes and values that were a part of my childhood.”

He and his wife Lissa Bockrath-Shapiro try to instill those very same values to their children, son Caden, 13, and daughter Sierra, 11.

Even though today’s Jewish players could be listed on a pamphlet-size single-page, double-spaced, every now and again he’ll run into a fellow Jew and shmooze.

“It’s obviously a rarity, and obviously there’s a lot more front office guys, like Mike Chernoff (Cleveland Indians GM). When we saw a Jewish player we’d always chuckle with pride at that player succeeding. It was a topic of conversation.”

Jessie Levis, a player with the Cleveland Indians, and Shapiro, used to kibbitz about being MOTs. He concedes, however, that since he began work in Toronto after the ball season was over, he has not yet met lone Jew Jay, Kevin Pillar.

Meanwhile, one Jewy item needs clarification. There’s been no shortage of times he’s been asked why he pronounces his name as Sha-PIE-roh, instead of the usual Sha-PEER-oh. For the record—and he wants to set the record straight to quell those silly rumours—his name has always been that way.

“People say, ‘Are you trying to hide the fact that you’re Jewish?’ If I did, wouldn’t I call myself Smith?” he says with a laugh. “Come on, really, there’s got to be a better way to do that.”

The story is familiar to many: Immigrants coming through Ellis Island, a name change, and an obligatory mispronunciation that stuck. Philadelphia and Cherry Hill, New Jersey, lay claim to the “only places in the world you’ll hear ShapIro spelled Shapiro, and you’ll hear Shapiro spelled Schapiro,” he says.

To be sure, fans are less concerned about the name as they are about the game. And if he could impart one message to his skeptical fan-base it would be that he’s here to win.

“My favourite Blue Jays stories are waiting to be written,” Shapiro tells the Jewish Review. ■

“PEOPLE SAY, ‘ARE YOU TRYING TO HIDE THE FACT THAT YOU’RE JEWISH?’ IF I DID, WOULDN’T I CALL MYSELF SMITH?” HE SAYS WITH A LAUGH. “COME ON, REALLY, THERE’S GOT TO BE A BETTER WAY TO DO THAT.”

TURNING LEMONS INTO LEMONADE



A LOOK BACK AT
ELECTION 2015

— BY GEORGANNE BURKE

As a seasoned veteran of nearly 50 years in politics in two countries, and having been all over the political map, from left to right, this election was at once my most disappointing and at the same time my least disappointing.

My most disappointing because no longer would the Rt. Hon. Stephen J. Harper be my Prime Minister. The least disappointing because I knew I had done everything in my power to ensure that my candidate whose campaign I ran won his seat.

I have always tortured myself after an unsuccessful election wondering how I could have found those extra votes that we needed, wondering if a few more signs would have made the difference, cursing my lazy candidate for not hitting enough doors. This time, that was not the case. Mark Adler, incumbent MP in York Centre, was a model candidate. He had worked hard the previous four years, visiting all parts of his riding, attending events, door knocking, and running a great constituency office. From the moment the House of Commons session ended in June, Mark was out campaigning every day without complaint. ▶



I had an excellent team of paid staff (small but very good), and a large team of regular volunteers, many who came in virtually every day of the campaign. Money was a bit of a challenge at the beginning but we ultimately raised enough money to run a well-funded campaign.

Mark's outreach efforts in his very diverse riding had paid off by allowing us to access volunteers and voters in those communities. We reached out to voters using established communication channels that leveraged the strengths of the candidate: door knocking, phone canvassing and a strategic use of social media.

We stayed away from interviews, town halls and debates which would not bring us any votes. Mark participated in the Rogers and B'nai Brith debates, which were important in our riding, but otherwise spent his time talking directly to voters. Media was carefully chosen and targeted to maximize contact with voters in his riding. On Election Day we had recruited a large contingent of real grassroots volunteers, which included family, friends, riding residents, and our identified voters came out and voted.

So what went wrong?

“ROOT CAUSES”

I do not blame Stephen Harper for this loss. He was an incredibly good Prime Minister, clear eyed, focused and principled. As a candidate he did what the National Campaign asked of him. He was not the cause of the loss, but he was the reason for it. It will become clear later why I say this.

I also cannot assess blame on any one person or organization. Everyone has to accept their share of responsibility for the loss. By this I mean the Party, the national campaign, the local campaigns, the candidates, campaign managers, and volunteers. Everyone could always have done more. ►

Mark Adler and Georganne Burke outside his office.

MARK'S
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COMMUNITIES.

The national campaign overestimated the benefit of a long writ period, which turned out to be an Achilles heel. Volunteers were fatigued, fundraising was a challenge, and the opposition managed to attack us using their friends in the media.

There are other contributing factors that require a closer examination:

- MEDIA
- TRAINING
- ADVERTISING
- MESSAGING
- PREPARATION LOCALLY AND NATIONALLY
- UNDERSTANDING AND ASSESSING THE OPPOSITION

These activities require the long term commitment by all political parties and form the building blocks for any successful campaign.

MEDIA

Over the nine years of the Stephen Harper-led government, there was a constant barrage of negative media coverage. Some of this could be blamed on the media itself, which showed bias against the Conservative government. But some of the responsibility for this toxic relationship could be laid at the feet of the new government which was suspicious at best of the media's intentions.

I have always held that suspicion is a good thing; just don't let the target of the suspicion know it.

It would have been wiser over the nine years to cultivate relationships with the media and neutralize their negativity. Instead, our approach was akin to “poking the bear” and we paid a heavy price for that over time.

In addition, it appeared that many of the main stream media were in the pocket of the Liberal Party. If you look at the campaign coverage of the parties, it almost appears as if the CBC, for example, was the Liberal Party campaign communications department.

The Mike Duffy trial literally consumed the media throughout the campaign and magically disappeared from the front pages and top of the TV and radio news after the election. So what third party anti-Conservative supporters could not accomplish due to election law restrictions was effectively replaced by so-called media coverage.

The issues around the Syrian refugees were ginned up by a false report in the media that the Conservative government had refused entry to a family, whose child had tragically drowned in an accident while trying to flee the upheaval. By the time the facts were known, facts which the media neglected to check before running the story, the damage had been done.

And the person who absorbed most of this negativity was Stephen Harper.

TRAINING

The key to a great campaign is to have well trained operatives on the street, on the phones and in the back rooms of the campaigns. In my opinion, training for these key touch points was weak at best. It has never been the strong point of our party, but the lack of training was especially noticeable this time.

In years past, we held regular training conferences and brought in the best people to do the training. We did not do this in a widespread manner since 2011, and perhaps even since 2008. That's a long time to go without developing a new generation of volunteers and key campaign people.

As a campaign manager, I was left with the responsibility of training my volunteers and campaign leads in all areas. Of course, some training of new volunteers needs to be taken on by the campaign, but training should be an ongoing Party activity and the responsibility of the regional organizer in the first instance and the National Party in general.

CIMS and *CIMS2GO* (the Conservative Party database and its portable version, called *C2G*) training was almost non-existent and, when offered, largely useless. As a result our campaign developed two tracks of election training: legal and technological. We ensured that our campaign workers understood what they could and could not do on Election Day, Advanced Poll days, and as campaign workers in general. And we developed a strong plan for training all our volunteers in the use of *C2G*.

ADVERTISING

Call me crazy but I think it is an assumption that political parties advertise extensively during a campaign. I am admittedly not a consumer of television in general but, during a campaign, the campaign office television is on all day and all evening.

During the 2015 campaign, there were many opportunities to target advertising to large – make that enormous – numbers of Canadians. The Toronto Blue Jays were in the playoffs, there were CFL games, and it was an 11-week election period.

This is the first time in memory that I cannot remember seeing a single Conservative ad. The Liberals and even the NDP were far more visible and memorable. In fact, many of our supporters complained that they were not seeing any Conservative ads to counter the Liberal and NDP advertising.

I will not speculate as to why this happened, but it did. I can still remember the 2006 ads, the ads from 2008, the ads from 2011. Complete blank on 2015.

MESSAGING

Our message, as first presented early on, was well received by voters. It was true that Canadians were worried about the ►

economy and jobs, and believed that Stephen Harper was the best manager of the economy, despite any other reservations they had. In addition, they strongly held that the Conservatives were the party most likely to keep Canadians safe and liked our principled foreign policy.

Somewhere along the line, the voters pivoted to “change”, likely a result of the successful messaging by the Liberals and the NDP. Unfortunately, we neglected to provide an answer to this message and did not move in stride with the voters.

In York Centre, opposing candidates put out literature in other languages containing outright lies about what our government was doing in the area of homeland security and immigration and citizenship. In a riding like York Centre, which is incredibly diverse and has many newer Canadians, such falsehoods are difficult to fight. It is perverse to hear the Liberals (see example below) and NDP accusing the Conservatives of fomenting fear among voters when they certainly did so, at least in York Centre. Despite our best efforts to respond locally to these exaggerations and lies, some voters were scared off.

PREPARATION

It is the duty of a political party, nationally and locally, to always be prepared for an election. What that means is the three and a half years between elections is different from what it means during the immediate pre-writ period. During the time between elections, the party must focus on growing the base, training, fundraising, candidate research and outreach. This did not happen after 2011. In fact the party dismantled a lot of its organization, especially in the area of outreach, and had a weakened ground team. Fundraising on the national level was spectacular, and many ridings did well locally, but there was almost no guidance on how to best spend the funds that were raised.

On the candidate front, all parties had their issues but I believe it is clear that we can no longer wait until the last minute to find a pool of qualified and well vetted potential candidates. This should be done well in advance of the pre-writ period. During the pre-writ period, the party needs to ramp up its team, both locally and nationally. It is crucial that a combination of experienced “old hands” and enthusiastic and smart new recruits are needed to run a balanced campaign.

UNDERSTANDING AND ASSESSING THE OPPOSITION

The Liberal Party of Canada elected Justin Trudeau, the son of a previous Prime Minister, as its new leader. Justin was remembered by many Canadians as that cute little boy who ran around 24 Sussex almost 40 years ago. He is charming, married to a beautiful young woman and has three small children. He was friendly and accessible to the media.

I believe we underestimated both Trudeau and the team behind him.

We underestimated the collective effect of nine years of media and general voter fatigue on the fortunes of Stephen Harper and the Conservative Party.

We overestimated the fear of Canadians of terrorism and the economy.

We took for granted the relationships that were relatively new between Conservatives and the diverse Canadian cultural communities.

We also overestimated the NDP.

We underestimated the power of third party voter activation groups such as LeadNow.

We underestimated how the opposition and media would leverage the cumulative effects of the small “scandals” over the nine years: \$16 glasses of orange juice, \$90,000 cheques, out of control ministers, and so forth. ►



In York Centre, opposing candidates put out literature in other languages containing outright lies about what our government was doing in the area of homeland security and immigration and citizenship.

LOCAL CAMPAIGN

In York Centre, we knocked on or called over 40,000 voters in a period of four months. The response was very positive and tracked in real time. We had thousands of sign locations, all willingly agreed to. So what happened? Why did we lose this seat?

If we examine the results in York Centre and compare them to previous elections in a somewhat differently constructed riding (redistribution removed the northeast corner of the riding from York Centre), there are some interesting statistics.

	2011	2015
Turnout %	59%	67%
Percent change in turnout		+8%
Total Electors	71753	64297
Percent change in total electors		-11%
Number of votes received by Mark Adler	20356	18893
Percent of vote received	48.5%	44.0%
Number of votes received by Mark Adler in 2015 using old riding configuration		20971 (18893+11%)

As you can see, Mark Adler's numbers under the old riding configuration actually went up from 2011. The new riding configuration however increased the percentage of the vote in the west end, which has been traditionally Liberal or NDP.

What is more telling is the change in the NDP results in 2015.

	Raw number of votes	Percentage of vote
2015	3148	7.3%
2011	6656	15.9%
2008	4503	12.1%
2006	5813	13.6%

The NDP vote basically dropped in half. Even if we add the same 11% to the 2015 vote that would compensate for the decreased riding size, the NDP would only have received 3494 votes. That is a decrease of 3162 votes. Our campaign is reasonably sure that those votes went to the Liberal candidate, not to the Conservative. In fact, there was a strong “Anyone But Harper” or “Anyone But Conservative” effort in our riding.

If the NDP would have received its typical 14% of the vote, Mark Adler would have won. So in our riding, the loss is largely attributable to the collapse of the NDP.

SUMMARY

So what does all this mean? Should Conservatives see a hopeful future or a life in the political wilderness for at least eight years? There was an interesting article in The Hill Times that looked at the ridings that were won by 5% or less (see: <http://www.hilltimes.com/feature/politics/2015/12/28/mps-in-close-ridings-cant-afford-to-take-win-for-granted/44640>).

Here is the table of the Ontario ridings (notice that York Centre is one of those ridings): ►

IN YORK CENTRE, WE KNOCKED ON OR CALLED OVER 40,000 VOTERS IN A PERIOD OF FOUR MONTHS. THE RESPONSE WAS VERY POSITIVE AND TRACKED IN REAL TIME.

VULNERABLE ONTARIO RIDINGS WON BY 5 PER CENT OR LESS, 2015 ELECTION

Riding	Winner	Votes Won by	% Won by
Barrie-Springwater-Oro-Medonte, Ont.	Conservative Alex Nuttall	108	0.2
Hastings-Lennox and Addington, Ont.	Liberal Mike Bossio	373	0.7
Kitchener-Conestoga, Ont.	Conservative Harold Albrecht	351	0.8
Kenora, Ont.	Liberal Bob Nault	519	1.7
Parkdale-High Park, Ont.	Liberal Arif Virani	1,123	1.9
Aurora-Oak Ridges-Richmond Hill, Ont.	Liberal Leona Alleslev	1,061	2.1
Hamilton Mountain, Ont.	NDP Scott Duvall	1,115	2.2
Toronto-Danforth, Ont.	Liberal Julie Dabrusin	1,270	2.3
Newmarket-Aurora, Ont.	Liberal Kyle Peterson	1,454	2.6
York Centre, Ont.	Liberal Michael Levitt	1,216	2.8
Whitby, Ont.	Liberal Celina Caesar-Chavannes	1,780	2.8
Northumberland-Peterborough South, Ont.	Liberal Kim Rudd	1,893	2.9
Davenport, Ont.	Liberal Julie Dzerowicz	1,435	2.9
King-Vaughan, Ont.	Liberal Deb Schulte	1,768	3.2
Carleton, Ont.	Conservative Pierre Poilievre	1,949	3.3
Burlington, Ont.	Liberal Karina Gould	2,450	3.5
Richmond Hill, Ont.	Liberal Majid Jowhari	1,757	3.6
Simcoe North, Ont.	Conservative Bruce Stanton	2,096	3.7
Oakville North-Burlington, Ont.	Liberal Pam Damoff	2,366	3.9
Ottawa Centre, Ont.	Liberal Catherine Mary McKenna	3,123	4.1
Niagara Centre, Ont.	Liberal Vance Badawey	2,329	4.3
Flamborough-Glanbrook, Ont.	Conservative David Sweet	2,467	4.4
Chatham-Kent-Leamington, Ont.	Conservative Dave Van Kesteren	2,313	4.4
Parry Sound-Muskoka, Ont.	Conservative Tony Clement	2,268	4.4
Cambridge, Ont.	Liberal Bryan May	2,389	4.5
Huron-Bruce, Ont.	Conservative Ben Lobb	2,677	4.7
Milton, Ont.	Conservative Lisa Raitt	2,347	4.8

—Compiled by Abbas Rana from Elections Canada preliminary Election 2015 results. ▶



In 2015, the Conservatives won 99 seats with approximately 32% of the vote. The Liberals won 184 seats with approximately 39% of the vote (no different than the Conservatives in 2011 who won with 39% of the vote as well).

Many of the close seats were formerly Conservative seats that could be won again, if the party focuses on candidate selection, training, fundraising, volunteer recruitment, communications and messaging, and outreach.

The fact that we have a new leadership race should increase interest in the party, and will hopefully energize not only our base but those swing voters who will be watching what we do and say over the next few years.

All is not lost, but we cannot navel gaze for four years. We have to get to work rebuilding our party. I, for one, want to be a part of that rebuilding and hope that those of you who appreciate the great work of our party since its formation in 2004 will join me in this effort. ■

Georganne Burke is Senior Vice-president for Federal Affairs of the Pathway Group, a government relations firm.

She is a seasoned veteran of political activities in the United States and Canada. She has spent the past ten years in a variety of roles with the Conservative Party of Canada, and in the offices of ministers and MPs. Her special area of expertise was in outreach to cultural communities.

She recently completed her tenure in the office of MP Rob Clarke where she worked in the area of aboriginal outreach and managed the parliamentary process for his private member's bill on the Indian Act.

Georganne has also spent a decade in the private sector in marketing both in the publishing and computer industries. She has an MBA in marketing and strategic management.

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Conversations FOR Writers

TORONTO WRITERS JACQUELINE MARKOWITZ AND JOHN MOSCOWITZ ON WRITING, DEATH AND FREUD.

What happens when two friends each publish their first book as late literary bloomers within weeks of one another? Well, they encourage one another during writing and production, and they sit down to catch up after two very successful book launches. Jacqueline Markowitz is the author of the novel *Conversations for Two* and is a creative producer with a background in advertising and filmmaking. Her blog, *Recipe for Life Club*, has garnered devoted followers in recent years, and she launched the publishing company The Jam Press in the summer of 2015. John Moscovitz is rabbi emeritus of Holy Blossom Temple in Toronto, where he served for 25 years, including 12 as senior rabbi. His book *Evolution of an Unorthodox Rabbi* has been described as “part memoir, part social history.” Through writings and sermons, it reveals a rabbi who underwent significant intellectual and political changes while in a prominent position. Both books came out this past fall. They had a lot to talk about.

John: You wanted to write this book for a long time. I’m very curious about the habits of writers. When and where do you write? Did you need to read while you were at work on the book?

Jacqui: With the final draft, I spent six months doing focused, dedicated writing. I began at about 6am every day and continued throughout the day and evening. It was obsessive—even as I slept I would dream the book, and would often wake up in the night to change something. I prefer to write at home, and have to be near a window. I’m very affected by the subtleties of light. I wander from the kitchen table, to the dining room, to my desk. And I can’t read while I’m writing because I don’t want to be influenced by other voices in my head! ▶

“IT DOES HAVE A DREAM-LIKE QUALITY. I THINK GRIEF PRESENTS ITSELF IN THAT WAY. WE CARRY ON WITH OUR LIFE, BUT THEN THERE’S A BREEZE, A WORD CAUGHT FROM A PASSER BY, A SONG, A SMALL DETAIL FROM OUR DAY THAT REMINDS US.”

John: You decided on independent publishing for *Conversations for Two*. Seeing the finished product, I was stunned—it’s elegant in a way only few traditionally published books are today. The print, the feel of the paper, the cover—it’s beautiful. How did you come to this process and what did you learn?

Jacqui: I had a clear vision: It was essential for me to publish a beautiful book. I started The Jam Press to publish independently, and to create an option for other writers in the future. Crafting my own process provided me the creative opportunities I needed. I was unwavering regarding the paper stock that the book is printed on. I worked with a book designer, Erik Mohr, who did the cover design and the interior. We wanted it to have a literary feel. We paid attention to how the words filled the page, the title pages, paragraph breaks and margins. The book presented an interesting creative dilemma, because the narrative and the poetry are integrated, along with lyrics and quotes as well. We printed the poetry in gray, which gave it its own distinct voice. We paid attention to the specific colours and tones used on the cover. We also pulled the script element from the cover design to use as end papers. I collaborated with a small team of compassionate professionals including Janis Seftel, my editor and a consultant with The Jam Press. The wonderful Coach House Printing set the book to press.

John: I wrote the afterward to your book because once I read it, I couldn’t get it out of my mind. The dark shadow of death hovers over the narrator’s life in your book. However, ultimately the story is dreamy, not dark, even as we circle around a family tragedy. *Conversations for Two* stayed with me as the haunted words of Amos Oz and James Elroy also have. Were you aware of trying to do this, that is, hovering in the mind of your readers?

Jacqui: I think you felt it wasn’t dark because the story is not absorbed in the death. The death is a fact. It’s the grief, memories and imaginings that immerse the reader. The narrator is in conversation with her brother, getting to know him after his death through his writings and envisioning his life. So, yes, there is darkness, and great sadness, but

it’s expressed through moments of magical thinking as a way into the light. By the final edit, the story was there. I could see it with a different lens. My crafting at this point was deliberate. I could analyze the flow and luxuriate in writing the full breath of words and sentences. I wanted the book to carry the readers within it, and alongside their own remembrances.

John: You go back and forth—within the same page, paragraph, sentence—between past and present in such a seamless way that one feels as if we’re residing in your dreams, or at least in their first waking residue. How do you do that?

Jacqui: It’s how the story unravelled. The narrative is rooted in a varied consciousness, at times reflective, imagined, or grounded ▶



Jacqueline Markowitz



John Moscovitz



in real time. Some scenes hover in that space between life and death. It does have a dream-like quality. I think grief presents itself in that way. We carry on with our life, but then there's a breeze, a word caught from a passer by, a song, a small detail from our day that reminds us. Like the way water spills from a glass because it's too full, this ignites a brief moment of stillness to remember their smile, a touch, a particular time or the sorrow of loss. So, we are constantly weaving the past into our present.

Let's talk about your book now. You are a storyteller. You have a unique ability to share your own personal experiences within a broader context. It makes tangible the lessons and ideas that you speak of—truth, gratitude, acceptance, eradicating evil—and allows us to forge a connection with you. How do you think this style of sharing came about?

John: Writing is always personal, in part, because it's about discovery, starting with oneself and extending outward. So whether it's a sermon, an article or a eulogy, it's highly personal. At the very least, your unconscious is put on display—likewise, the parts of your known life. So whether I write about gratitude or Springsteen (the two are much related), Israel or East Africa (ditto), I always know I'm telling a story about myself. I'll succeed at it, I suppose, if I can bring others into that story, and it becomes ours.

Jacqui: I think that when sermons and articles stand individually, isolated, related to a holy day or an incident, they live in a specific time and have a specific meaning. Now, as a compilation, they advocate for your personal history. You are letting people in. How do you navigate privacy in a public forum? Or do you?

John: I've long been aware of this, whether speaking from a bima or writing for publication. It's probably from growing up with Freud at the dinner table (my parents were in analysis when we were children) and my own experience in analysis in my early 30s. The interior life has always been of great interest. What's more important than to know who you are? And if you put yourself on display—speaking and writing are but two ways to do this—the better you know yourself, the better you can communicate what you wish to say. And, actually, the easier it then becomes to retain a degree of privacy and dignity in a public forum.

Jacqui: More than 500 people showed up at the recent launch of your book, a huge and enthusiastic crowd. How satisfying was that, and what's next? Evolution of an Unorthodox Rabbi is a great beginning to what I hope will be a meaningful experience in the book business for you.

John: The launch was very satisfying and great fun. Since then, I've been told frequently that when a rabbi comes off the bima and gives of himself through writing, an invisible but real wall comes down. Now that I'm writing regularly (I'm back to a book on my days as a young radical in California), I experience this on a daily basis. I've long wanted to write, and am thrilled to be doing so. ■

For more, visit thejampress.com and johnmoscowitz.com.

"WRITING IS ALWAYS PERSONAL, IN PART, BECAUSE IT'S ABOUT DISCOVERY, STARTING WITH ONESELF AND EXTENDING OUTWARD."



KOSHER FOOD WAREHOUSE

BULK SUPERSTORE, THE KOSHER FOOD WAREHOUSE, MOVES TO CENTRE STREET FROM ITS DONCASTER LOCATION AFTER 25 YEARS IN BUSINESS.

— BY JUSTIN HARPER

Is this a new store?" Has been a frequent question at the kosher food warehouse on centre street. The answer? "Yes and no." The Kosher Food Warehouse, a kosher food store specializing in bulk product, began as the brainchild of Tony Lipsey, who noticed that many food products available in bulk were also under kosher supervision. Lipsey envisioned a kosher alternative to Bulk Barn, where the open nature of the store wouldn't compromise its kosher suitability. So 25 years ago, Lipsey opened The Kosher Food Warehouse on 75 Doncaster Ave.

"It had a lot of space for the same cost as a small retail unit," Lipsey recalls. Over the years, the Kosher Food Warehouse became known as the go-to place for Sunkist Fruit Gems (known to most people as the wrapped candy you throw at Bar Mitzvahs), the perfect candy tray for your Shabbat hosts, or hard-to-find parve baking ingredients.

In 2005, Lipsey accepted an offer to teach in Australia, and passed the business down to his son, Ari. "The time had come to look at the business with fresh eyes," says Tony, who returned to Canada and today is Head of Schools at the Zareinu Education Centre.

Like his father, Ari continued to improve the store. He increased the selection of candies and parve chocolate and reduced the price of items by bypassing distributors, often getting products "factory direct." He also instituted several technological advancements, instituting an email loyalty program and updating the store's cash machines with a point-of-sale system he designed himself, which enabled him to cut down on checkout mistakes. But the biggest change happened this June. "The fixtures were becoming a bit run down," explains Ari. "I knew I would have to make some heavy investments in the store, and my rent was up for renewal, so I thought: 'If I have to spend the money anyway, maybe now is the time to look at a new location.' I looked at several spaces, but you can't beat being in the same plaza as Grodzinski's and Magen Meats. Plus, the parking is terrific."

The new store is smaller, but new space-efficient bins have allowed Kosher Food Warehouse to actually increase its selection at the Centre Street location, most notably in ▶

"THE FIXTURES WERE BECOMING A BIT RUN DOWN. I KNEW I WOULD HAVE TO MAKE SOME HEAVY INVESTMENTS IN THE STORE, AND MY RENT WAS UP FOR RENEWAL, SO I THOUGHT: 'IF I HAVE TO SPEND THE MONEY ANYWAY, MAYBE NOW IS THE TIME TO LOOK AT A NEW LOCATION.' I LOOKED AT SEVERAL SPACES, BUT YOU CAN'T BEAT BEING IN THE SAME PLAZA AS GRODZINSKI'S AND MAGEN MEATS."



Fighting Poverty: A Jewish Value and Urgent Cause

— BY STEVE MCDONALD

CIJA, THE CENTRE FOR ISRAEL AND JEWISH AFFAIRS, HAS DESIGNATED AFFORDABLE HOUSING AN ADVOCACY PRIORITY. THE ORGANIZATION URGES OUR ELECTED OFFICIALS TO MAKE SOCIAL JUSTICE A PRIORITY, WHILE PROVIDING PRACTICAL RECOMMENDATIONS ON HOW GOVERNMENT CAN EMPOWER LOW-INCOME CANADIANS TO BREAK THE CYCLE OF POVERTY.

its new chocolate gift boxes. Customers were also concerned that the new retail space would force the store to raise prices. “If that were the case, I would have never moved,” Ari says. “The price pressures are all based on the U.S. dollar and crop yields. But those are pressures for every food store. Compare our prices to Bulk Barn for comparable products like almonds or raisins. We almost always have a lower regular price, and usually a higher quality product.” What does the future hold for Kosher Food Warehouse? “The only thing I can say for certain is that we will continue to introduce products that are unique or hard to find to Toronto,” Ari says. “We’re only interested in growing the selection to the Jewish community, not competing with other businesses. Some things are already in the works, so stay tuned!” For more on Kosher Food Warehouse’s products, visit kosherdirect.ca. ■

Jewish tradition is unambiguous about our obligation to help those less fortunate. From laws in the Torah requiring farmers to leave a portion of their crop for the poor, to Maimonides’ eight levels of charity, to the extraordinary work of Jewish Federations in caring for the most vulnerable among us, the pursuit of social justice has always been a fixture of Jewish life. As Israel Salanter, a 19th Century rabbi largely credited with heralding the Jewish mussar (ethical self-improvement) movement, once incisively declared: “A pious Jew is not one who worries about his fellow man’s soul and his own

stomach; a pious Jew worries about his own soul and his fellow man’s stomach.”

Rabbi Salanter’s words are as prescient today as ever. In March alone, more than 850,000 Canadians received food from a food bank—a figure 26% higher than the same month in 2008. In our own community, 14.6% of Jewish Canadians lived below the poverty line as of 2011 (up from 13.6% in 2001). In Montreal, this figure is an astonishing 20%.

While the effort to combat poverty is complex and multifaceted, access to affordable housing is a common

denominator for all. A 2010 National Household Survey revealed that 1 in 4 households in Canada—more than 3.3 million in total—are paying more than 30% of their monthly income for housing (a threshold of affordability determined by government). The Canadian Homelessness Research Network estimates that 30,000 people are homeless on any given night, with at least 150,000 using a homeless shelter at some point in the year.

When it comes to public policy, this is an issue that spans the federal-provincial divide. For example, in 2013, ►

the federal government allocated \$1.25 billion over five years for affordable housing programs administered by the provinces (which in turn matched these funds). For the past five decades, Ottawa has provided extensive subsidies to cover maintenance costs and rent subsidies for affordable housing units. Because this support was tied to mortgage terms of between 35 and 50 years, in many cases federal rent subsidies are expiring in the near future as terms come to an end.

As part of a public policy agenda encompassing a wide range of issues, from human rights to community security to Canada-Israel relations, CIJA has designated affordable housing an advocacy priority. In the recent election, CIJA called on all parties to ensure that the next government renew federal long-term funding for existing affordable housing. For low-income households that struggle to make ends meet—particularly seniors and single-parent families—rent subsidies are essential in preserving dignity and quality of life. CIJA also called on all parties to explore ways to expand federal funding for new affordable housing units across Canada, with a particular emphasis on sustainable, long-term access for low-income Canadians.

It is worth noting that the government announced in the Speech from the Throne that its infrastructure investment program will include a focus on building new affordable housing and renovating existing units. Indeed, while many issues are contentious on Parliament Hill, I can say as a former Hill staffer that the desire to combat poverty and homelessness transcends party lines—just as it does political and denominational lines within the Jewish community.

Supporting the most vulnerable among us requires a comprehensive approach throughout the entire community. Grassroots community members and shuls have a role to play in discussing this issue in our homes and on the bimah, raising funds, and volunteering. Jewish social service agencies are at

the forefront of caring for those at the margins of our economy and society. Moreover, Jewish community agencies provide a model for government on how best to deliver services with care and religious-cultural sensitivity. This is why CIJA continues to advocate for Jewish agencies to continue to receive government funding to deliver programs and to be at the table when governments develop public policies to combat poverty.



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At a national level, CIJA and politically-engaged community members have a responsibility to urge our elected officials to make social justice a priority, while providing practical recommendations on how government can empower low-income Canadians to break the cycle of poverty. To paraphrase Rabbi Salanter: The stomach of our vulnerable neighbour should always be a source of worry for a nation that prides itself on its sense of compassion. ■

Steve McDonald is Deputy Director, Communications and Public Affairs, at the Centre for Israel and Jewish Affairs, the advocacy agent of Canada's Jewish Federations. For more, visit cija.ca.



ISRAELI BIOMED'S NOVEL TECHNOLOGY COULD CURE DIABETES

BETALIN THERAPEUTICS' ENGINEERED MICRO-PANCREAS WILL PROVIDE A LASTING SCAFFOLD FOR TRANSPLANTED INSULIN-PRODUCING BETA CELLS.

— BY ABIGAIL KLEIN LEICHMAN/ISRAEL21C

In people with type 1 diabetes, the insulin-producing beta cells of the pancreas don't function properly. Daily injections or infusions of insulin are necessary to regulate energy-producing glucose absorption in all the body's cells.

Doctors know how to implant type 1 patients with donor islets full of healthy beta cells, but they cannot keep the transplanted cells from failing within a matter of days. Unfortunately, half of all transplanted patients are back on insulin injections one year later, and 90 percent revert to insulin dependency within five years.

Israeli biotech company Betalin Therapeutics is developing an engineered micro-pancreas (EMP) that can sustain significant levels of glucose-regulated insulin secretion from transplanted beta cells.

If this tissue-engineering breakthrough proves effective in human trials, it has the potential to cure, rather than only control, type 1 and even severe forms of type 2 diabetes.

The essence of the EMP is a micro biological scaffold that is added to the donor islets before implantation. It uniquely supports the cells' survival, leading to long-term functionality, says Prof. Eduardo Mitrani, who engineered the EMP in the department of cell and developmental biology at the Hebrew University of Jerusalem and now chairs Betalin's scientific advisory board.

“The main problem we have in developing new treatments for diabetes is that diabetes is far more complicated than we think,” Mitrani tells ISRAEL21c. “Providing insulin is easy, but regulating insulin has proven very difficult because regulation requires many different sensors in the beta cells.” ▶

Findings from Mitrani's lab were published in the November 2015 issue of the journal Tissue Engineering Part A, showing that beta cells derived from EMP-supported islets function similarly to freshly dissected pancreatic islets in the lab. They continue to secrete insulin in a regulated manner and in levels comparable to fresh islets for more than three months, whereas beta cells not supported by a scaffold function for about two days.

When transplanted into suitable hosts, EMPs connect quickly with the body's vascular system, and because of their microscopic size they can receive the natural amounts of nutrients and gases needed to survive through diffusion. "Connecting to the network" is essential for proper glucose sensing and efficient insulin secretion.

This is a major step forward from other experimental approaches, says Mitrani.

Next step: Clinical Trials

As opposed to artificial pancreases that cannot function to the same degree as a natural pancreas, Betalin's micro-scaffold technology enables creating an actual micro-pancreas, in all its natural complexity, in the laboratory.

"Our micro-organ becomes vascularized in a remarkable three to five days and can produce insulin," says Mitrani. "What distinguishes us is the micro-scaffold. We have worldwide IP for this technology, which allows the islets to survive, function in a regulated manner and connect to the circulatory system."

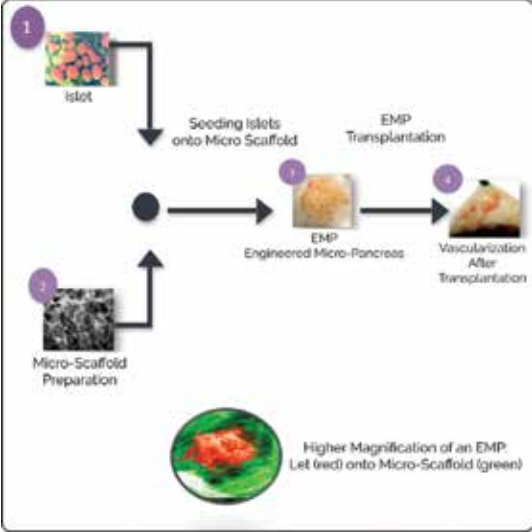
There is another significant advantage to the EMP. The current method for transplanting beta cells necessitates using a large amount of donor cells in two infusions. In contrast, the EMP should require a much smaller number of islets introduced in one infusion. "This should translate into the ability to treat a higher number of patients," says Mitrani.

Prof. James Shapiro from the University of Alberta, Canada, has been

collaborating for the past two years with Mitrani to advance this new approach to curing type 1 diabetes.

Shapiro said that if Betalin's micro-scaffold technique is proven to work as well in human subjects as it does in the lab, "it has the potential to substantially improve cellular engraftment and survival both for islets and potentially for stem-cell engraftment."

Following five years of optimizing the technology, Betalin Therapeutics was



EMP Preparation Process

“OUR MICRO-ORGAN
BECOMES VASCULARIZED
IN A REMARKABLE THREE
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PRODUCE INSULIN.”

established in 2015 under an exclusive worldwide license from Yissum, the technology-transfer office of the Hebrew University. The company's office is in Ramat Gan, while the lab work is done in Mitrani's and Shapiro's labs.

"We are now are doing whatever is necessary to comply with regulatory agencies in the United States and



Prof. Eduardo Mitrani developed the proprietary platform technology.



Canada," says Mitrani. "We are already in conversation and submitting data to the FDA, which will determine what needs to be done to start our first human trials within a year."

In anticipation of clinical trials, Betalin has begun a financing round of \$2.5 million from private investors. ■

Abigail Klein Leichman is a writer and associate editor at ISRAEL21c. Prior to moving to Israel in 2007, she was a specialty writer and copy editor at a daily newspaper in New Jersey and has freelanced for a variety of newspapers and periodicals since 1984. Read more at israel21c.org.



HEARING CHALLENGED OVERCOME CHALLENGES

A TORONTO SCHOOL CHANGES THE
FACE OF DEAF JEWRY.

— BY SARAH COHEN

The story of Yeshivas Nefesh Dovid, a Toronto school for deaf boys, begins with the founder's grandfather. Rabbi David Eliezer Rabinowitz, a direct descendent of the Ba'al Shem Tov, was the first deaf Orthodox Jew to be ordained as a Rabbi.

Educated and eloquent, fluent in English and sign language, Rabinowitz singlehandedly changed the face of deaf Jewry and laid the foundation for every single organization and resource that is available to hearing-challenged Jews today.

Rabinowitz's grandsons, Chaim Tzvi and Eli Kakon, were also born deaf. Because it was rare for children with hearing loss to be accepted into Jewish schools, the boys spent their early formative years in the public school system and received much of their Hebrew schooling from their grandfather. There was no other option.

"Living with deafness at a time when people with hearing challenges were considered mentally disabled, our grandfather impressed upon us the importance of our lineage and the responsibility that lay in our hands," Chaim Tzvi says. The hearing-impaired brothers did not take this responsibility lightly.

Chaim Tzvi followed in his grandfather's footsteps, becoming a Rabbi. He married a hearing-challenged young woman named Libbi, obtained his BA in Talmudic Law from Ner Israel of Baltimore and received a Master's in Social Work from the University of Maryland. In 2001, Rabbi Kakon was now fully ready to establish the first yeshiva for young men with hearing loss. Along with Dr. Hartley Bressler, Canada's first deaf physician, Nefesh Dovid was born. ►



“Living with deafness at a time when people with hearing challenges were considered mentally disabled, our grandfather impressed upon us the importance of our lineage and the responsibility that lay in our hands.”

The Kakons relocated to Toronto along with their growing family and the school became a reality, despite Libbi's reservations. Although she knew that the establishment of a program for hearing-challenged young men would fill a tremendous void in the global Jewish community, she also knew that life as she knew it would never be the same again. Responsibility to others would become a daily part of their lives.

She was also focused on educating and raising their children, two of whom did not hear. Their third, a little girl with Down Syndrome and autistic spectrum disorder, was born just one year after Nefesh Dovid was established.

Helping to get a fledgling yeshiva off the ground was not her first order of business, but Nefesh Dovid's fiercest opponent soon became the yeshiva's biggest supporter. Libbi stepped in to take over all aspects of fundraising in addition to her full-time teaching gig at Bais Yaakov Elementary School.

Beginning with just five students, the school now has a steady enrolment of 15 teenaged boys each year. They come from all over the world—the US, France, Yemen, Belgium, England—and they all agree that school has changed their lives.

“I remember three years ago I was a totally different kid,” says Daniel Chernoff, originally from Chicago. “I didn't even know how to interact with people, or with the Jewish community.”

The students say that Nefesh Dovid is the first institution that challenged them to bring out their talents and excel. It has the uncanny ability to transform their lives, leaving little room for misplaced pity or excuses.

“Many students who come find relief in being able to start from their own beginnings and dismantle the house of cards they have built around themselves,” says Rabbi Kakon, 48. “The yeshiva is in the unique position of being able to address many issues such ▶

“I remember three years ago I was a totally different kid. I didn't even know how to interact with people, or with the Jewish community.”

as anger, depression and hopelessness while dealing with intelligent, accomplished young men who are capable of accomplishing great things.”

Situated on the campus of the Yeshiva Gedola Zichron Shmayahu near Bathurst and Lawrence, Nefesh Dovid doesn't just provide Judaic studies. In fact, a solid curriculum is provided with an emphasis on English language skills and computer literacy. Recognized and approved by the Ministry of Education, the boys graduate with high school diplomas. But it's more than just a school.

“Nefesh Dovid has taken its place as a source of life for Jewish communities around the world—a glowing light of beauty, unadulterated truth and holiness

within the darkness and challenges of today's society,” Libbi says. “All those who come into contact with Rabbi Kakon and his devotion to 'his boys' are able to take home a little bit of that strength and demand for excellence and make it a part of themselves.”

A young man from England, for example, is now a pharmacist with two children. He credits the school with changing his whole perspective on disability and what he thought he was capable of.

In the words of Rabbi Kakon: “A Nefesh Dovid boy has the stamp of greatness on him no matter his station in life or background.” ■

For more, visit nefeshdovid.com

MAKING MORE MIRACLES *Happen*



ZAREINU EDUCATIONAL CENTRE, AN ORGANIZATION FOR CHILDREN WITH PHYSICAL AND DEVELOPMENTAL CHALLENGES, EXPANDS ITS PROGRAMS BEYOND THE WALLS OF ITS SCHOOL TO SATELLITE CLASSROOMS AND ONE-ON-ONE THERAPIES WITHIN THE TYPICAL JEWISH DAY SCHOOL SYSTEM.

— BY JENNA GREENBERG

Yael was born a developmentally normal child. In early 2012, the bright three-year-old suddenly experienced the loss of her speech, eye contact, social and some motor skills. She was diagnosed with Autism Spectrum Syndrome and doctors said that early intervention was the key to helping her.

Most government services had years-long waiting lists. “Then we heard about Zareinu,” her mother told me.

For the past 25 years, Zareinu Educational Centre has been making miracles happen for Jewish children with physical and developmental challenges. Our school and treatment centre in Toronto creates individualized evidence-based learning plans for every one of our 50 students. But as the community expands, so too is the organization.

We recently began working on advancing inclusive education by expanding our services to the wider Toronto area. One of the major ways in which we are approaching this is through our Zareinu Plus program, a school-within-a-school model that offers classes located within Jewish Day Schools. Although the

classes are still separate, we invite students of both programs to engage in learning together in a variety of ways. Our students join in on typical classes like music and prayers and integrate with the other students at lunch and recess.

The structure of the satellite classrooms has proven beneficial for all, as this integration is bringing the process of inclusive education one step closer for children who may have been excluded from opportunities in the past due to their special needs. In turn, typical students also become more accepting and understanding of individual differences.

The program can also be beneficial and more convenient for families as a whole, who can now keep multiple children in one school. Zareinu Plus is currently offered in Netivot HaTorah, Eitz Chaim, Yesodei Hatorah and Ner Yisroel with the intention to continue expanding by working in partnership with other schools.

Zareinu Connect is another new service that our organization has begun to offer as a way to increase inclusivity. A team of exceptionally qualified staff are now providing one-on-

one therapies and individualized assessments, making our valuable resources available in children's everyday school environments.

And, of course, Zareinu continues to operate within its own walls through our Early Childhood Centre of Excellence and our Infant Intervention Program, where we see children as early as six weeks of age. This can make a world of a difference to parents, who are given hope at an early stage in their child's life.

One father said of the Infant Intervention Program: “Zareinu has changed my daughter's world and our outlook as to what we think she can accomplish in life. Zareinu showed us that she will walk, be potty trained and go to school. It was hard to believe that in the darkest times, right after her diagnosis.”

We are proud to give hope to families and help make miracles happen. None of this would be possible without the generous support of our community and some key donors. The families of Zareinu rely on the subsidization we provide and our organization works hard to support our students through fundraisers, campaigns and events.

This past fall we held our 12th annual Fashion Show and in the spring we will be hosting our 20th annual Golf Tournament (on May 24th) and our 19th annual Bike Ride for Kids by Moveathon (on June 5th). Our combined efforts for 2015 brought in approximately \$1 million, funds which will go towards therapies, technology, community-based services and subsidizing children whose families cannot afford tuition.

The philosophy behind our centre is simple. We believe that every child is a valuable member of our community. Each child has the right to receive an adapted education, opportunities for improving life skills and communication, and respect for their individual strengths. Those are the goals we work towards every day. Since its inception, Zareinu has strived to meet the whole needs of every child. And we



will continue with that mission for the community as a whole.

As for Yael, she prospered and grew at Zareinu tremendously. Last year, she joined the Zareinu Plus program and was able to experience a new level of inclusive education. It was that program that enabled her to graduate from Zareinu, which is the ultimate goal for all children at Zareinu. Today, she is in grade one at Netivot and is thriving in her new environment. ■

Jenna Greenberg is in charge of Marketing and Communications at Zareinu. Visit visit.zareinu.org to find out how you can support the bright futures of the children of Zareinu.



“Zareinu has changed my daughter's world and our outlook as to what we think she can accomplish in life. Zareinu showed us that she will walk, be potty trained and go to school. It was hard to believe that in the darkest times, right after her diagnosis.”

HOT

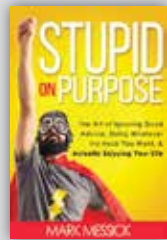
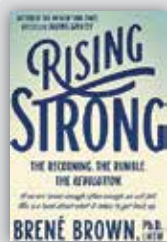
OFF THE PRESSES

NOTABLE BUSINESS BOOKS

A LEADER IS ONE WHO KNOWS THE WAY, GOES THE WAY AND SHOWS THE WAY

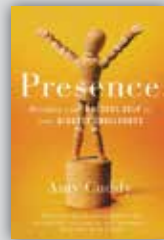
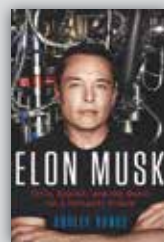
-John C. Maxwell

Rising Strong: The Reckoning, the Rumble, the Revolution
By Brene Brown
Spiegel & Grau



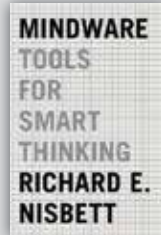
Stupid On Purpose: The Art of Ignoring Good Advice, Doing Whatever The Heck You Want, and Actually Enjoying Your Life
by Mark Messick
Amazon

Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future
by Ashlee Vance
Harper

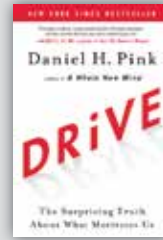
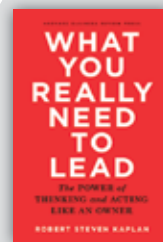


Presence: Bringing Your Boldest Self to Your Biggest Challenges
by Amy Cuddy
Little, Brown and Company

Mindware: Tools for Smart Thinking
by Richard E. Nisbett
Farrar, Straus and Giroux

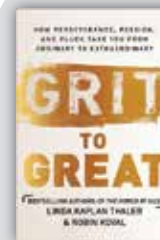


What You Really Need to Lead: The Power of Thinking and Acting Like an Owner
by Robert Steven Kaplan
Harvard Business Review Press



Drive: The Surprising Truth About What Motivates Us
by Daniel H. Pink
Riverhead Books

Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder
by Arianna Huffington
Harmony Books
The Crown Publishing Group



Grit to Great: How Perseverance, Passion, and Pluck Take You from Ordinary to Extraordinary
By Linda Kaplan Thaler and Robin Koval
Crown Business

The Hard Thing about Hard Things: Building a Business When There are No Easy Answers
by Ben Horowitz
Harper Collins

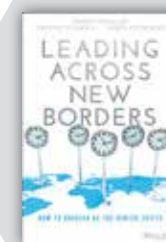


Leaders Eat Last: Why Some Teams Pull Together and Others Don't
by Simon Sinek
Portfolio

The Virgin Way: Everything I know about Leadership
Richard Branson
Portfolio



Leading Across New Borders: How to Succeed as the Center Shifts
By Ernest Gundling and Christi Caldwell
Wiley



Becoming the Best: Build a World-Class Organization Through Values-Based Leadership
By Harry M. Kraemer
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U.S. CHAIN TAPS INTO TORONTO'S KOSHER MARKETS

SAVOURS KOSHER MARKET PURCHASED HARTMANS FINE KOSHER FOODS AND TAP KOSHER MARKET. THE COMPANY IS SET TO OPEN THREE NEW STORES ON BATHURST STREET BY PASSOVER. —BY CAREN KATZ

Savours Kosher Market ULC, a corporation that runs kosher supermarkets across the U.S., is bringing not one but three kosher markets to Toronto this year. It's no surprise that all three will open on Bathurst Street, the heart of the Jewish community.

The first will operate on Bathurst near Baycrest, replacing Hartmans Fine Kosher Foods which went into receivership last year.

The second will be located in the Hartmans plaza at Bathurst and Cedarcroft in the north end of the city. And the third has already replaced Tap Kosher Market on Bathurst south of Lawrence.

Set to open by Passover, consumers should expect a high-end experience with kosher food at fair prices, not unlike the American locations. Savours founder and chair Henry Kauftheil is involved in more than 10 kosher supermarkets in the U.S., including New York's Gourmet Glatt, New Jersey's Evergreen Kosher Market, and Superfresh, an Israeli kosher market with six American stores.

"The success of our model is based on quality, choice, value and outstanding service. These are the hallmarks of a quality kosher experience which our customers enjoy," Kauftheil said in a news release.

Research by the company found that Toronto, with 200,000 Jews, would present a potential venue for expansion. And when Kauftheil heard of Hartmans financial trouble, he jumped at the chance to acquire its assets. Hartmans was unable to meet the demands of its creditors—who were owed several million dollars from the company. Said creditors asked for a receiver to step in and manage the business until a new buyer could be found. Kauftheil contacted that receiver less than a week later.

The Kurtz family, which has operated Hartmans for the past six years, will run the deli counter at Savours when Hartmans closes. Grodzinski Bakery will be supplying the breads and baked goods. Fruits, veggies and dry goods will also be available, making Savours the full-service market it promises to be.

In a statement, Jeffrey Kurtz said: "The Kurtz family is very pleased about the transformation from Hartmans to Savours and our ongoing role in the new company. We are grateful that when Hartmans experienced financial difficulties, Mr. Kauftheil stepped in with financial assistance. The legal process of receivership allowed Savours to acquire Hartmans, which still remains responsible for its own liabilities that we are dealing with in a spirit of fairness to all concerned."

Kauftheil is said to keep the current staff in the new Savours locations, as well as hiring new staff as the business grows. ■

SPORT MEETS LAW

UPCOMING CHANGES IN ONTARIO'S NOT-FOR-PROFIT INCORPORATION LEGISLATION WILL REQUIRE ALL INCORPORATED SPORT ORGANIZATIONS TO ALTER THEIR BYLAWS. SPORT LAW & STRATEGY GROUP CAN HELP WITH THE TRANSITION.

—BY KEVIN LAWRIE



Sport organizations in Ontario need to call Steve Indig. Fortunately, most of them already have. Indig is a Toronto-based lawyer with the Sport Law & Strategy Group (SLSG), a nationwide consulting company operating in the amateur sport sector. The group is an undisputed leader in providing sport-specific governance and legal assistance to sport organizations throughout the country.

Upcoming changes in Ontario's not-for-profit incorporation legislation will require all incorporated Ontario-based sport organizations—from small clubs to provincial sport organizations—to "transition to compliance" with the new law. Organizations will need to change their bylaws and, in some cases, how they conduct their daily operations. Not a small task, Indig says.

"Many sport leaders prefer to focus on sport delivery—the fun stuff," he says. "But spending some time thinking about risk management, director elections, and member voting can help organizations operate more smoothly. Plus, there are federal and provincial laws that every sport organization needs to pay attention to."

Founded in 1992 by two partners, Indig joined the SLSG in 2003 and became the managing partner while building his own client base. In 2015, the SLSG worked with 340 different clients and Indig himself gave nearly 50

presentations to sport groups across the country.

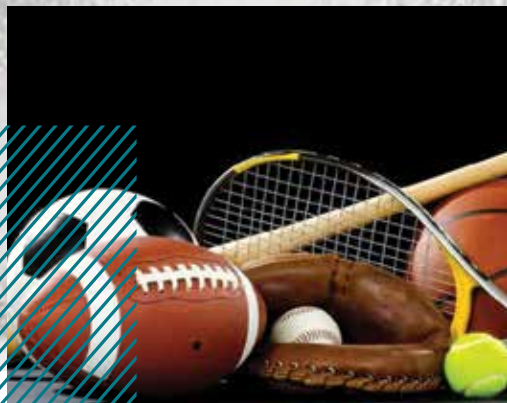
"I visited Saskatchewan this year, which was the last remaining province or territory that I had yet to visit for work-related reasons," Indig says.

This year the SLSG also grew to seven members (three partners and four associates), with everyone having complementary skills in areas that include human resources, finances, marketing and sponsorship, social media, policy development, dispute resolution, and communications. The company prides itself on offering services that can help sport organizations in every conceivable area.

And they've been doing it for years. Similar to the legislation soon to be passed in Ontario, the federal government introduced new not-for-profit incorporation legislation in 2011. All federally-incorporated not-for-profit organizations (such as Volleyball Canada, Swimming Canada, Ringette Canada, etc.) were required to transition to comply with the new law. The SLSG assisted more than 75 organizations with their transition to compliance—handling bylaws issues, member classification, charitable status, record keeping, policy changes, and reporting to the Canada Revenue Agency.

"One of my favourite parts of this job is the variety of clients and issues," shares Indig. "I can be on the phone with the CEO of ►

Sport Law & Strategy Group



the Coaching Association of Canada, and later the same afternoon I can be speaking with the President of Waterloo Soccer.”

Indig remains active as a sport participant in swimming, basketball and golf, and co-manages Jsport—a co-ed recreational sports league for Jewish athletes—with his wife, though his two young children have curtailed his coaching career somewhat.

“I gave up swim coaching,” he says. “But my son will be turning five years old in 2016 and he just loves baseball. We’re looking for a league that needs a coach!” ■

For more on legal solutions for sport organizations in Canada, visit sportlaw.ca.

“Many sport leaders prefer to focus on sport delivery—the fun stuff. But spending some time thinking about risk management, director elections, and member voting can help organizations operate more smoothly.”

SUSTAINABLY DELICIOUS

As discussions about climate change and other environmental issues have taken on an increased tone of urgency in the past few years, more of us are becoming conscious of our carbon footprint as we go about our daily lives. Thankfully, the spirit of “think globally, act locally” is very much present in many Toronto and surrounding area restaurants, and many of them use the challenge of finding locally-sourced ingredients to create dishes that are both delicious and environmentally-sensitive.

— BY CHRISTINE HOGENKAMP

“THERE IS SOMETHING VERY CANADIAN ABOUT SEEKING OUT FOOD THAT MAKES US FEEL CLOSER TO NATURE AND ENCOURAGES US TO WORK TOGETHER WITH THE PEOPLE WHO DEDICATE THEIR LIVES TO NURTURING THE LAND AND RESPECTING ITS ANIMALS AND PLANTS.”

CAFÉ BELONG

550 Bayview Ave, Toronto, ON M4W 3X8 - 416-901-8234

www.cafebelong.ca

This gorgeous café combines a rustic yet modern charm with organic architectural elements such as the freeform vine-like series of lights that appears to grow over their seating area. Café Belong boasts not only membership to the Ocean Wise program but also has LEAF Level 2 certification. Using organic quality food ingredients as their baseline for their quality standards, the chefs at Café Belong bring together the best of local farms and markets in what they refer to as the “circle of sustainability” to create food that warms the spirit as well as delights the tastebuds. Some dishes, like braised caribou pulled neck in its natural jus with sumach spätzle, showcases a true Canadian pride and there are plenty of vegetarian options, such as the warm cauliflower & brussel sprouts with bacon mustard vinaigrette and Five Brothers cheese, and the sweet potato gnocchi seared in brown butter, sage, thyme & Mountain Oak gouda.

THE BEET

2945 Dundas Street West, Toronto, ON M6P 1Z2 - 416-916-2368

www.thebeet.ca

Down in the Junction, The Beet offers a variety of culturally-diverse comfort foods like wraps, sandwiches and burgers and includes vegetarian fare like the Harissa Bowl with quinoa, roasted red pepper, beets and zucchini, cherry tomatoes, pickled onions, goat cheese and tahini sauce and an all-day-breakfast menu for those craving some ►

Huevos Rancheros with sunny side up eggs with spicy black beans, pico de gallo, Quebec cheddar, avocado and sour cream. Owned by a nutritionist and homeopathic doctor who both also designed the menu, The Beet extends their environmentally-friendly efforts beyond their food with the use of biodegradable takeout containers and eco-friendly interior décor. In addition to their food menu, they offer many different types of fresh juice including, of course, beet juice and they prepare delicious in-house smoothies (dairy free, made with rice or almond milk) meant to help boost your health as well.



GLOBE BISTRO

124 Danforth Ave, Toronto
416-466-2000
www.globebistro.com
With a slogan like “Think global. Eat Local.” The Globe Bistro’s commitment to responsible food practices could not be any clearer. Their menu emphasizes seasonal ingredients with a real “farm to table” flare, and for the full terroir experience, you can sign up for four, five and six course meals pared with the finest wines from Ontario and around the world. They do half-price wine bottles every Sunday and you can even bring your own favourite bottle of white or red, for a modest corking fee. Their menu has offerings from across Canada: from Newfoundland, they have Fogo Island cod and snow crab with sake kasu marinade, poached crab, sweet corn

ravioli, tempura mushrooms, edamame, lobster reduction, and their Winter Falafel uses Saskatchewan chickpeas with squash hummus, tabbouleh, pressed yogurt, pickled roots, za’atar, and cilantro. The chefs at Globe Bistro have even been known to do their own foraging around the GTA for local culinary treasures such as wild leeks and strawberries.

FRESCOS’ FISH & CHIPS

213 Augusta Ave, Toronto
416-546-4557
816 St Clair Ave W, Toronto,
647-748-4557
www.frescosfishandchips.com
If you are craving some simpler fare, Frescos’ offers not only fish and chips, but also chili bowls, chicken wings, deep-friend pickles and many other

delicious deep-fried delights using healthier non-hydrogenated cooking oils. They are committed to using Ocean Wise approved fish sources, as well as other sustainable fish sources approved by the Marine Stewardship Council, along with locally-grown Ontario vegetables for their coleslaw, battered mushrooms, kale salad and other vegetarian sides. They even have vegan-friendly options such as vegan chili and a vegan poutine that uses mushroom gravy and Daiya, a dairy-free, lactose-free, casein-free, gluten-free and soy-free alternative to cheese. They extend their environmental-sensitive goals to more than their food: they use environmentally-friendly packaging for their takeout including biodegradable cutlery and they encourage recycling inside their two Toronto locations.

HAPA IZAKAYA

602 College St., West, 647-748-4272
www.hapatoronto.com
Considering how seafood-heavy their menus tend to be, it can be surprisingly difficult to find many Japanese places in Toronto that clearly state the sources of their fish, but Hapa Izakaya not only proudly states that their fish comes from Ocean Wise sources (and specific menu items show the OceanWise symbol) but also points out that all their fish are sustainably wild-caught and not farmed. Open late Thursday to Sunday until 2am and offering both tapas and sushi, Hapa ▶

Izakaya is a perfect place to meet with friends to enjoy some sake or shooters, even a nice cold Sapporo or two, and share some hot or cold tapas such as Ahi tuna carpaccio with yuzu dressing, beer-battered halibut tacos with house made maple bacon, shoestring potatoes, roasted jalapeño aioli or grilled squid with sake soy garlic marinade. Their late-night sushi menu may not be as large as their tapas options, but still offers a delicious way to end your night.

THE BEAST

96 Tecumseth St. Toronto
647-352-6000
www.thebeastrestaurant.com
As The Beast’s name implies, it is a restaurant that focuses on meat, which may seem like a strange choice for environmentally-minded places to eat, but The Beast has a singular focus on enjoying not only many different locally-sourced animal options but also a commitment to enjoying all parts of each animal, leaving little to waste. In fact, they seek to redefine our preconceived notions about meat groups that have been historically considered lesser or unsavoury, such as pork hocks which they offer with kecap, kimchi, and peanuts. There is also their group option of a six course, whole-animal feast that lets you choose one animal (lamb, goat, rabbit, duck, chicken, squab, pig, wild boar, cow, venison, elk, water buffalo, bison) and their chefs will prepare a dish made from different parts, allowing you to expand your eating horizons into new, uncharted flavour territories. For those looking to enjoy a more modest amount of meat, there are many other regular-sized offerings such as smoked drake breast with winter squash, oyster mushroom, duck confit, and apricot or lamb shoulder with fingerlings, caperberries, horseradish, and sauce gribiche.

EPIC

100 Front St. W. Toronto, 416-860-6949
www.epicrestaurant.ca
Never has a restaurant been named so aptly and succinctly; Epic is not only a powerhouse in terms of quality food



offerings, but they take their commitment to sustainably-sourced ingredients to epic heights quite literally. They use Ocean Wise approved fish, their menu features many locally-sourced farm-fresh foods and a large list of Ontario wines (among other wines from around the world), and they even have an apiary

and herb garden on their rooftop, giving them access to honey and herbs with literally zero carbon footprint. Their menu offers many gorgeous dishes that showcase the best of Ontario flora and fauna, from their venison tenderloin with wild blueberries, raisin purée, brussels sprout, and duck prosciutto hash, to their ▶

wild Ontario mushroom pappardelle; an ancient durum house made pasta with monforte chevre, wild mushrooms, walnut gremolata, and fresh black truffle. Located at the heart of the city in the Fairmont Royal York hotel, Epic's casual elegance is suited to both those seeking to celebrate a special occasion or those looking for a cozy spot to grab a bite to eat before heading up to your hotel room.

WOODS

45 Colborne St., Toronto, 416-214-9918
www.woodsrestaurant.ca
Another fine example of using local ingredients to create a uniquely Canadian dining experience, Woods is, in their own words: "Canadian through and through." This extends not only to food, but to their wines and spirits, and even the music they play inside their establishment. They grow their own lettuce and sprouts in-house, and this greenery actually doubles as part of their charming forest-inspired décor, and they take great pride in serving the best Canada has to offer from many different provinces. They serve only Ocean Wise fish, which sets them apart from other restaurants who may only include a limited selection of sustainable fish. Their fare ranges from mildly indulgent - roasted Everspring Farms Muscovy duck breast with tatsoi, shallot, sourdough, crispy confit, dried cherries, and duck egg béarnaise - to the truly decadent: sustainable Canadian sturgeon caviar with Yukon Gold potato blinis and traditional garnishes, which will cost you a petty penny, but some may find it worth every cent.



PEARLDIVER

100 Adelaide St E, Toronto, 416-366-7827
www.pearldiver.to/pearldiver
For those who like to indulge in a little oyster overdose now and then, Pearldiver is one of the few Toronto Ocean Wise certified oyster and seafood bars, where the chefs are dedicated to serving up the freshest oysters and mussels from PEI to BC, and even some from farther locations like Ireland. Their beer selection is satisfyingly local, such as Wellington and Beau's, and your food options are by no means limited to oysters: there are plenty of other seafood options, like their crispy calamari or tandoori-spiced BC salmon with quinoa and lentil summer salad and cucumber raita. There are even some nice Canadian turf options like Ontario hanger or PEI rib eye steak. Don't forget to check out their Maritime spin brunch with their various seafood "Bennys", such as smoked New Brunswick sturgeon Benny with baby arugula and preserved lemon – a decadent take on a diner classic. ■



DEFINITIONS

LOCALLY-SOURCED – food ingredients that are grown or raised within a limited geographical distance from those preparing or consuming said products, either at an eating establishment or an individual eating at home.

LOCAVORES – People belonging to a social movement dedicated to practicing local-sourced eating and food production, shortening distances both physical and social between farm and table.

SUSTAINABLE – Food practices that create healthy, safe food through emphasis on direct purchase from local farms and small businesses that seek to limit their carbon footprint and protect the diversity of both plants and animals and the welfare of farmed and wild species, and also avoid damage or waste of natural resources.

CARBON FOOTPRINT – The total amount of greenhouse gases produced to directly and indirectly support human activities, usually expressed in equivalent tons of carbon dioxide (CO2).

CANADIAN ORGANIZATIONS FOCUSED ON ENVIRONMENTALLY RESPONSIBLE FOOD STEWARDSHIP

LEAF (Leaders in Environmentally Accountable Foodservice)
www.leafme.ca
"Since 2009, LEAF has been helping the Canadian foodservice industry reduce their environmental impact, and make it easier for diners to find certified green restaurants. LEAF is the only national food service certification of its kind. LEAF aims to become the national leader in sustainable food service standards, and to provide establishments of all sizes with the knowledge, tools and confidence to move forward in their environmental efforts, while supporting successful business practices."

Goals:

- Reduce the environmental impact of the Canadian food service industry, targeting



energy, water and waste reduction.

- Promote community partnerships and "farm to table" concept.
- Increase awareness and support of the green restaurant industry.

OCEAN WISE
www.oceanwise.ca
"Overfishing is the biggest threat our oceans face today.The Ocean Wise symbol next to a seafood item is the Vancouver Aquarium's assurance of an ocean-friendly seafood choice. With over 600 Ocean Wise partners across Canada, Ocean Wise makes it easy for consumers to make sustainable seafood choices that ensure the health of our oceans for generations to come. The Vancouver Aquarium's Ocean Wise program works directly with restaurants, markets, foodservices and suppliers to ensure they have the most current scientific information regarding sustainable seafood and to help them make ocean-friendly buying decisions. The options are highlighted on their menus and display cases with the Ocean Wise symbol, making it easier for consumers to make ocean-friendly seafood choices. Ocean Wise's recommendations are based on 4 criteria. An Ocean Wise recommended species is: Abundant and resilient to fishing pressures Well managed with a comprehensive management plan based on current research Harvested in a method that ensures limited bycatch on non-target and endangered species Harvested in ways that limit damage to marine or aquatic habitats and negative interactions with other species." Website and app features searchable species lists that allow user to look up whether a particular species is sustainably caught or not, a recommended species list and other helpful information.

MARINE STEWARDSHIP COUNCIL
www.msc.org
"The MSC works with scientists, fisheries, seafood producers and brands to promote sustainable fishing and

safeguard seafood supplies for the future. We set credible standards for sustainable fishing and supply chain traceability. Organisations meet these standards in order to demonstrate the sustainability of their products. The MSC ecolabel makes it easy for everyone to choose seafood which has been caught by fisheries which care for the environment." Website offers "track a fishery" option for specific fisheries and species, listed by region/ocean and includes sustainability status.

SEA CHOICE
www.seachoice.org
"SeaChoice, Canada's most comprehensive sustainable seafood program, is about solutions for healthy oceans. Launched in 2006, SeaChoice was created to help Canadian businesses and shoppers take an active role in supporting sustainable fisheries and aquaculture at all levels of the seafood supply chain. Based on scientific assessments, SeaChoice has created easy-to-use tools that help you make the best seafood choices. Working in collaboration with the Monterey Bay Aquarium's acclaimed Seafood Watch program, SeaChoice undertakes science-based seafood assessments, provides informative resources for consumers, and supports businesses through collaborative partnerships. The SeaChoice program is operated by the Canadian Parks and Wilderness Society, David Suzuki Foundation, Ecology Action Centre, and Living Oceans Society. Our work is funded primarily by the David and Lucile Packard Foundation." Website offers species list for quick sustainability status check, organized in three categories: Best Choice, Some Concerns, and Avoid.

LIFE IS A Cabaret

TORONO THEATRE LISTINGS | WINTER - SPRING 2016

ROYAL ALEXANDRA THEATRE

Gaslight
January 1-February 29, 2016
Kinky Boots
Until March 6, 2016
The Judas Kiss
Opens March 1, 2016

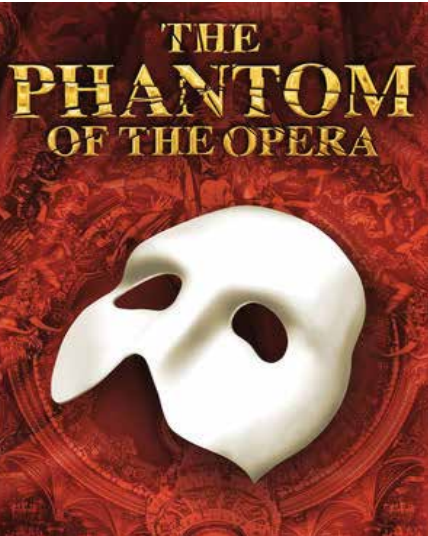
PRINCES OF WHALES THEATRE

Phantom Of The Opera
December 8, 2015-January 23, 2016
Rain - A Tribute to the Beatles
March 15-20, 2016
Disney's Beauty And The Beast
March 2-6, 2016
Matilda the Musical
Opens July 1, 2016

SONY CENTRE FOR THE PERFORMING ARTS

Art of Time Ensemble - Sgt. Pepper's Lonely Hearts Club Band
Jan 21, 2016
So You Think You Can Dance
Jan 22, 2016
Canada's Royal Winnipeg Ballet - Going Home Star - Truth and Reconciliation
Feb 05-06, 2016
Shaquille O'Neal's All Star Comedy Jam
Feb 12, 2016

2CELLOS
Feb 13, 2016
The Godfather Live In Concert
Feb 20, 2016
An Evening with Neil deGrasse Tyson
Feb 24, 2016
The Next Step Wild Rhythm Tour
Feb 26, 2016
An Evening With Amy Cuddy
Mar 03, 2016
Alvin Ailey American Dance Theater
Mar 04-05, 2016
Bonnie Raitt: Dig In Deep Tour
Mar 15, 2016



So You Think You Can Dance
Jan 22, 2016



Pixar In Concert
Mar 18, 2016
The Legend of Zelda: Symphony of the Goddesses - Master Quest
Mar 19, 2016
Queens of Sheba featuring Heart and Special Guest Joan Jett and the Blackhearts
Mar 20, 2016
Dancing in the Streets
Mar 26, 2016
DDT
Apr 15, 2016
Shen Yun
Apr 21-24, 2016
The Piano Guys
May 12, 2016
Hatsune Miku
May 20, 2016
Frankie Valli And the Four Seasons
May 21, 2016

YOUNG CENTRE FOR THE PERFORMING ARTS

A Christmas Carol
December, 2015

MICHAEL YOUNG THEATRE

Tricks
February, 2016

BLUMA APPEL THEATRE CANADIAN STAGE

The Public Servant
Mar 15 - Apr 3, 2016



AIR CANADA CENTRE CONCERT SCHEDULE



IRON MAIDEN
APRIL 3, 2016



RIHANNA
APRIL 13, 2016



JUSTIN BIEBER
MAY 18, 2016



SELENA GOMEZ
MAY 22, 2016



CARRIE UNDERWOOD
MAY 28, 2016



ELLIE GOULDING
JUNE 19, 2016

WINTER & SPRING

EVENTS GUIDE 2016

TORONTO

TORONTO TEA FESTIVAL

January 30 & 31 | Sample hundreds of teas and purchase tea-themed gifts from vendors and watch tea experts perform beautiful tea ceremonies and workshops. Appel Salon - 2nd floor, Toronto Reference Library.

WINTERLICIOUS

Jan 29 – Feb 11 | Enjoy creative cuisine from around the world with over 200 prix-fixe meals from top Toronto restaurants. Various locations.

KENSINGTON KRAWL FOOD TOUR

Feb 7 | Learn about the history and heritage of the market, meet local shopkeepers and chefs, and indulge in variety of delicious foods and drinks. Kensington Market.

CANADIAN INTERNATIONAL AUTO SHOW

Feb 12 – 21 | Check out over 1,000 new cars and light trucks, dazzling displays and technology of the future, from classic production vehicles to customized dream machines. Metro Toronto Convention Centre.



WINTER BREWFEST

Feb 19 & 20 | At its inaugural Toronto edition, sample more than 100 beers crafted by brewers from across Ontario and Quebec. Enercare Centre, Exhibition Grounds.

THE MOTORCYCLE SHOW

Feb 19 – 21 | See the newest motorcycle models, plus the latest in apparel, accessories and touring destinations with fun activities for kids. Enercare Centre, Exhibition Grounds.



WORLD MASTERCARD FASHION WEEK

Mar 14 – 18 | An internationally-acclaimed week-long showcase of the newest and best in fashion with top designers taking the stage. David Pecaut Square and various locations.

TORONTO SPORTSMEN'S SHOW

March 16 – 20 | Celebrating many outdoor adventures including fishing, hunting, boating and includes fun activities for kids. International Centre.

ONE OF A KIND SPRING SHOW & SALE

March 23 – 27 | The place to go for unique, handmade goods, from hundreds of local artists and small business from all over Canada. Enercare Centre, Exhibition Grounds.

HOT DOCS FESTIVAL

April 28 – May 8 | North America's largest documentary festival offers an outstanding selection of over 200 films from Canada and around the world. Bloor Hot Docs Cinema.

TCAF: THE TORONTO COMIC ARTS FESTIVAL

May 14 & 15 | Entering its 14th year, TCAF: The Toronto Comic Arts Festival is an incredible showcase of comics, graphic novels, manga, BD, and their unique and diverse creators. Toronto Reference Library.



NORTH BY NORTHEAST (NXNE)

June 15 – 19 | Consisting of five event-packed streams – NXNE Music, NXNE Film, NXNE Interactive, NXNE Comedy, and NXNE Art – the festival creates an essential gathering spot for artists, industry professionals and fans. Various locations.



MONTREAL

IGLOOFEST

Weekends Jan 14 – Feb 6 | Keep warm by getting your groove on at Montreal's hottest and coldest outdoor rave party, featuring many electronic music acts with colourful big screen projections, celebrating its 10th year. Jacques-Cartier Quay.

FÊTE DES NEIGES DE MONTRÉAL

Jan 16 – Feb 7 | A popular family-oriented winter event with activities for enjoying the outdoors: tube slide, ziplines, dog-sled rides, skating, snowshoeing and skiing. Parc Jean-Drapeau.

MONTRÉAL EN LUMIÈRE

Feb 18 – Mar 5 | An annual celebration combining performing arts, gastronomy, and free outdoor family activities including video projections and fireworks. Various locations.

MONTRÉAL JOUE FESTIVAL

Feb 20 – Mar 6 | A festival celebrating gaming of all types: video games, board games, and other fun activities related to gaming culture, with this year's exciting theme "Women and Games." Various locations.



NUIT BLANCHE

Feb 27 | An all-night celebration of art with live performances, music, and exhibitions including a winter fairyland in the Place des Festivals. Various locations.

ART SOUTERRAIN

Feb 27 – Mar 20 | This art event showcases international contemporary art institutions, artists, and the architectural and cultural heritage of downtown Montreal's underground city, and this year's theme is "Must Art Be Appealing?" Various locations.



UNDER THE SNOW FESTIVAL

Mar 19 – 20 | Enjoy the best of the Québec alternative music scene with performances from local bands and other musicians from around the world. Saint-Denis Church.

BLUE METROPOLIS MONTRÉAL INTERNATIONAL LITERARY FESTIVAL

April 11 – 17 | Created for both writers and readers speaking French or English or both, this festival offers literacy/community writing activities, as well as readings, on-stage interviews, and panel discussions. Hotel 10.

ELEKTRA FESTIVAL

May 13 – 17 | A music festival that presents more than 50 of the most innovative local and international digital artists through some 10 partner sites, with a chance to attend audiovisual, sound and immersive performances, concerts, installations and openings. Various locations.

MONTREAL COMIC ARTS FESTIVAL (FBDM)

May 27 – 29 | Bringing together 100 Quebec and international authors and more than 40 exhibitors, this celebration of comic books, cartoons and other types of illustrated literature has exhibitions of original works and activities for all ages. Espace La Fontaine.



MONTREAL GRAND PRIX

June 10 – 12 | Montreal's famous annual car race event has more to offer than just the races themselves; the whole city is transformed into a celebration of speed and hot cars. Various locations.



OTTAWA

WINTERLUDE

Jan 29 – Feb 15 | A winter festival for the whole family to enjoy, featuring the world's largest skating rink, ice sculpture competitions and North America's largest snow playground. Various locations.

TD OTTAWA WINTER JAZZ FEST

Feb 4 – 7 | Musical festival featuring many talented jazz musicians both locally and internationally-acclaimed. National Arts Centre Fourth Stage.



BOAT & SPORTSMEN'S SHOW

Feb 18 – 21 | Boasting the largest showcase of boats across the region, this show features everything from competition boats, to personal watercrafts, pontoons and canoes and kayaks. EY Centre.

CANADIAN SKI MARATHON

Feb 19 - 21 | North America's longest and oldest Nordic ski tour: a two-day, 160 kilometer ski event that is divided into 5 sections and skiers of all ages and abilities are welcome to participate in any or all sections at their own pace. Between Lachute and Gatineau, Québec.

OTTAWA ART EXPO

Spring 2016 (TBA) | Experienced and developing painters, photographers, and sculptors display and talk about their latest creations, the expo aims to extend the appreciation and purchase of art to a broader audience. The St. Elias Centre.



TIM HORTONS BRIER

March 5 – 13 | This 12-team round-robin curling competition will feature 11 provincial/territorial champions, along with the reigning champion Team Canada squad. TD Place.

MAPLE SUGARFEST

March 26 - April 3 | Held since 1987, this event features maple syrup-themed activities for all ages including pancake breakfast, various performers and special tasting opportunities. Richelieu Park, Vanier Quarter.

INTERNATIONAL WRITERS FESTIVAL, SPRING EDITION

April 14 – 19 | A celebration of the finest new and established writing from across Canada and around the world. Various locations.

OTTAWA PARENT AND CHILD EXPO

April 16 & 17 | Parents will find a variety of exhibitors offering important parenting information and fun activities for all ages including music, meet your favourite characters, fitness demonstrations, face painting, and arts and crafts activities. Nepean Sportsplex.



CANADIAN TULIP FESTIVAL

May 12 – 23 | Annual world-famous festival with a million tulips blooming in public areas, including 300,000 blooms in Commissioners Park near Dows Lake. Various locations.



CERAMIC TILES
FEATURE WALL TILES
GLASS MOSAICS
LEDGE STONES
LIMESTONE TILES
MARBLE TILES
METAL MOSAICS
ONYX TILES
PEBBLE MOSAICS
PORCELAIN MOSAICS
PORCELAIN TILES
SLATE TILES
STONE MOSAICS
STONE & GLASS MOSAICS
TRAVERTINE TILES
WALL TILES
WOOD TILES

SOHO TILES | WWW.SHOTILES.COM |

15 Connie Cres.
Unit 24/25
Concord, ON L4K 1L3
905-418-0373

XXI CHOPHOUSE

AN IDYLIC SETTING

Just a short drive north of the city, XXI Chophouse serves first-rate meals in the peaceful village of Kleinburg, one of the GTA's most beautiful and coveted communities.

EXTENSIVE WINE AND SCOTCH SELECTION

An ever-evolving wine program features vintages from Canada, France, Chili, the U.S. and beyond. A sizable Scotch, Grappa and Cognac wall boasts a rich selection single malts, fine cognacs and specialty liqueurs.

PREMIUM AGED BEEF

An in-house dry-aging locker ensures precise aging times of 35 to 50 days of the highest quality cuts of beef sourced from top purveyors, including Paradise Farms, the American Angus Hall of Fames Best Breeder of Aberdeen Angus in North America.



Located in the Doctor's House
in the village of Kleinburg, XXI
Chophouse blends the area's
historical setting with
contemporary design to
deliver a premier steakhouse
experience north of the city.

XXI
CHOPHOUSE

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