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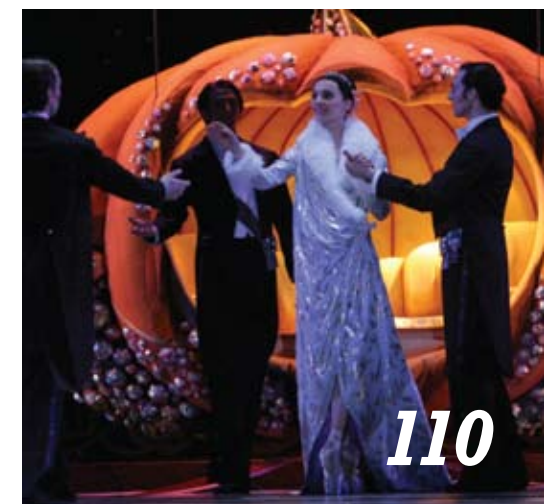
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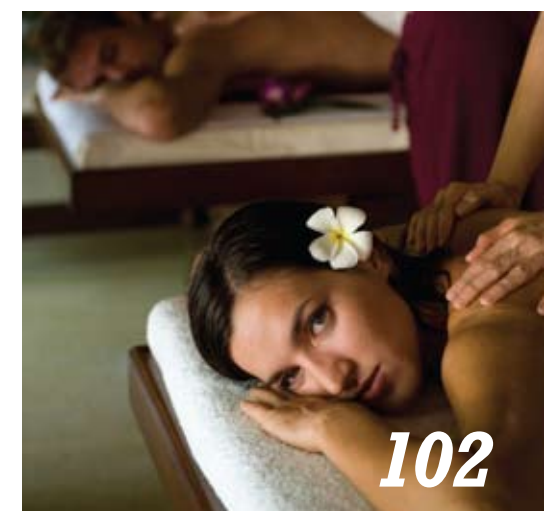
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ON THE COVER



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Spring is finally here! It's time to relax, refresh and recharge. The newest issue of our exciting magazine presents a rich variety of topics relevant to Canadian Jewish life in business, culture and lifestyle.

Although our Canadian Jewish community numbers less than 400,000, we have much to celebrate. Our Jewish life not only blends effortlessly with the larger community but also shines for its unique and exceptional contributions. The Jewish Review, Canada's Business and Lifestyle Magazine, showcases these exceptional contributions and focuses on issues near and dear to our community.

Our cover story features Beth Horowitz, a former president and CEO of Amex Bank of Canada, who was recently honoured as one of Canada's Top 100 Women. Widely admired for her skills in both business and building relationships, Horowitz believes in giving back to her community and happily shares her expertise with others. She sits on the boards of several corporate and not-for-profit organizations. We also present the wonderful story of the Canadian International Exchange Program (CISEPO) that brings together Canadian, American, Israeli, Jordanian and Palestinian health professionals to help improve health systems. CISEPO founder Dr. Arnold Noyek is a recipient of the Order of Canada.

In this issue, special attention is devoted to individuals who make an important difference in their communities. This is epitomized by the story of the late Izzy Asper, Winnipeg businessman, entrepreneur and philanthropist, and his vision for the Canadian Human Rights Museum which opens this fall; and is at the heart of Ashoka Israel, a non-profit organization dedicated to social entrepreneurship—and two of its Fellows who are change-makers in their community and in the world.

As avid supporters of Israel, we are delighted to celebrate Israel's strengths in science and technology with a look at the latest Israeli medical devices and pharmaceutical developments.

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

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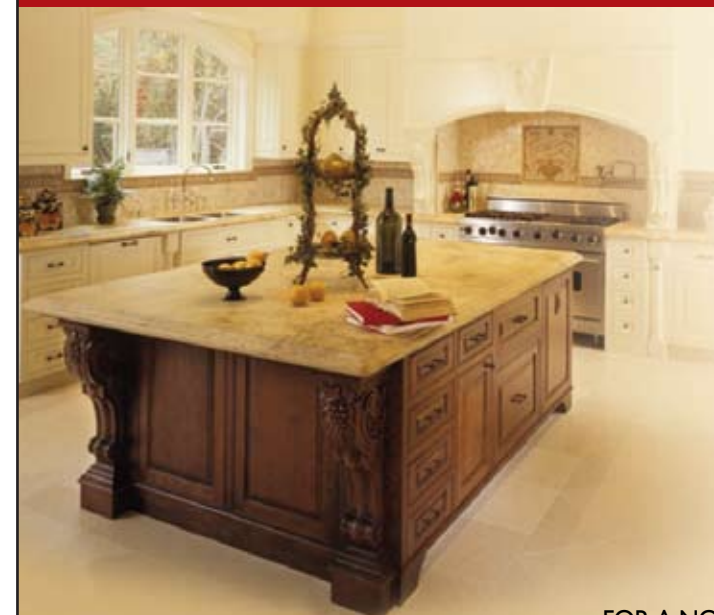
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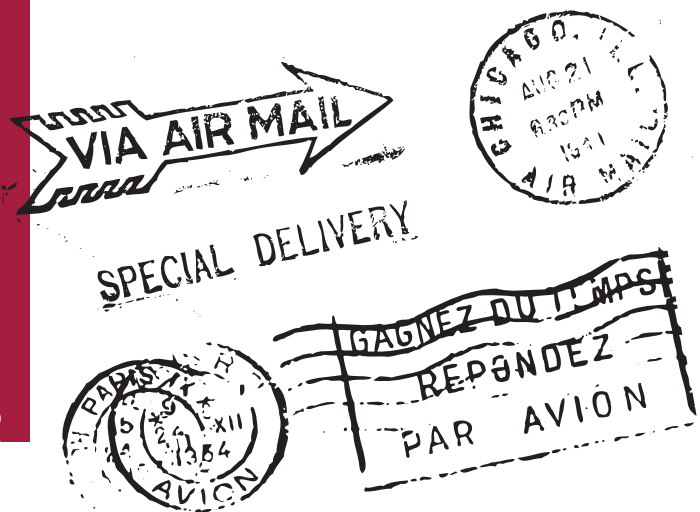


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Letters TO THE EDITOR



"I just received your publication and wanted to congratulate you on it. It's great. Best of luck with the new magazine."

— Richard R.



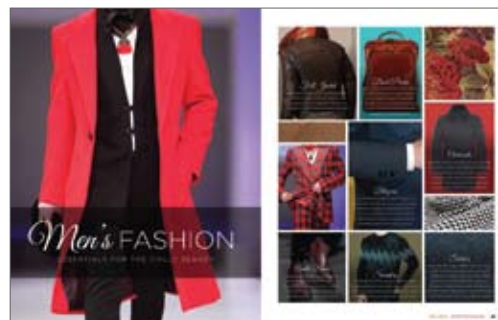
"Just read it and it was a real treat!! Mazel Tov!!"

— Sheryl P.

"I just finished reading your Spring 2013 issue of JR. I enjoyed the articles, especially the one about Tal Dehtiar, very interesting. I also enjoyed the one on philanthropy, and Improve Canada - they were well written and informative."

Looking forward to reading the next one, can you put me on the list when you send out the next edition? Thank you."

— Aviva A.



"I was pleasantly surprised to receive my first copy of the Jewish Review a few weeks back. Mazel Tov on the inaugural issue of this exciting, new publication and best of luck as you continue onwards with the publication. It's a beautiful, attractive magazine, and both (my husband) and I thoroughly enjoyed reading its contents."

— Diana N.



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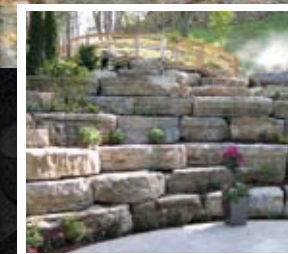
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CORRECTIONS

An article in the Fall 2013 edition of Jewish Review (p. 25) about The Right Honorable Paul Martin, his commitment to social responsibility and his solidarity with the state of Israel, inadvertently omitted the name of the author Dave Gordon.



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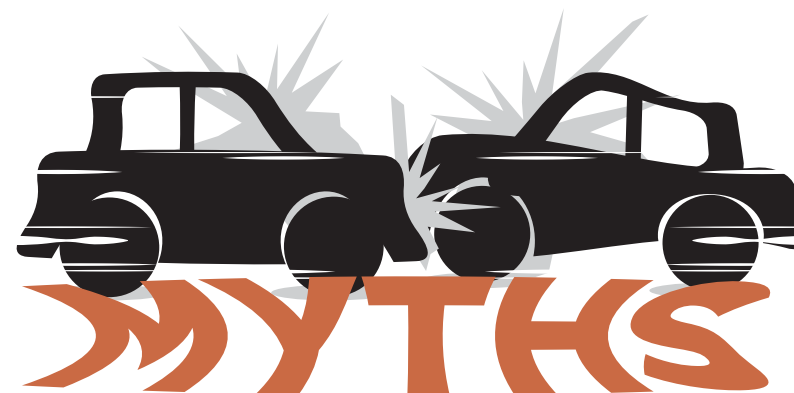
DISPELLING THE MYTHS

AUTOMOBILE COLLISION REPAIR

As Ontario motorists living in one of the highest density cities in which our automobiles are damaged by collision, vandalism or acts of Nature are almost inevitable. Unfortunately, when the need to repair the resulting damage arises, it is often difficult to navigate through the information (or misinformation) we are provided by friends, colleagues and even our Insurance Companies in order to make a decision regarding how we should deal with the repairs.

Experience teaches us that the most influential factor in the decision making process is the cost of repairs. This cost is almost always paid for by one of three different methods:

- 1.** Customer Paid – Where the owner or driver of the vehicle pays directly.
- 2.** Insurance Paid – Where the owner or other party involved feels the cost is more than what they would like to expense out of pocket and utilizes any applicable insurance coverage for payment.
- 3.** Third Party Paid – This term is widely used in the Insurance and Collision Industry and describes a situation where the other party involved (individual or company) agrees to pay for your repairs directly.



The Insurance Paid method is the most prevalent due to the high cost of repair associated with lighter and more costly components in today's vehicle construction.

Myth #1

"My Insurance Company told me I have to go get 3 estimates." False! What the Standard Ontario Automobile Policy (O.A.P.1) says is that an Insurer must be given an opportunity to inspect any damage before they are obligated to pay. It is always best to bring the vehicle to the repair facility that you wish to use and have the Insurance representative inspect the vehicle with the assistance of a Licensed technician at that facility qualified to make the repair and diagnostic decisions.

Myth #2

"My Insurance Company told me I have to go to one of their preferred shops." False! The decision regarding where to fix a vehicle is solely up to the owner. Many Insurers put a great amount of effort and focus on trying to convince their clients to use preferred facilities. Some do this to try and ensure their client is going to a properly equipped and licensed facility, but most do this for their own financial benefit.

Myth #3

"My Insurance Company says they will not warranty my repairs if I don't go to a preferred shop." False! Insurance Companies do not repair vehicles. Ultimately the only valid warranty that is enforceable is that which is provided by the repair shop that has completed the repairs. Consumer laws in Ontario make it mandatory that shops must provide certain warranties regarding their repair work.

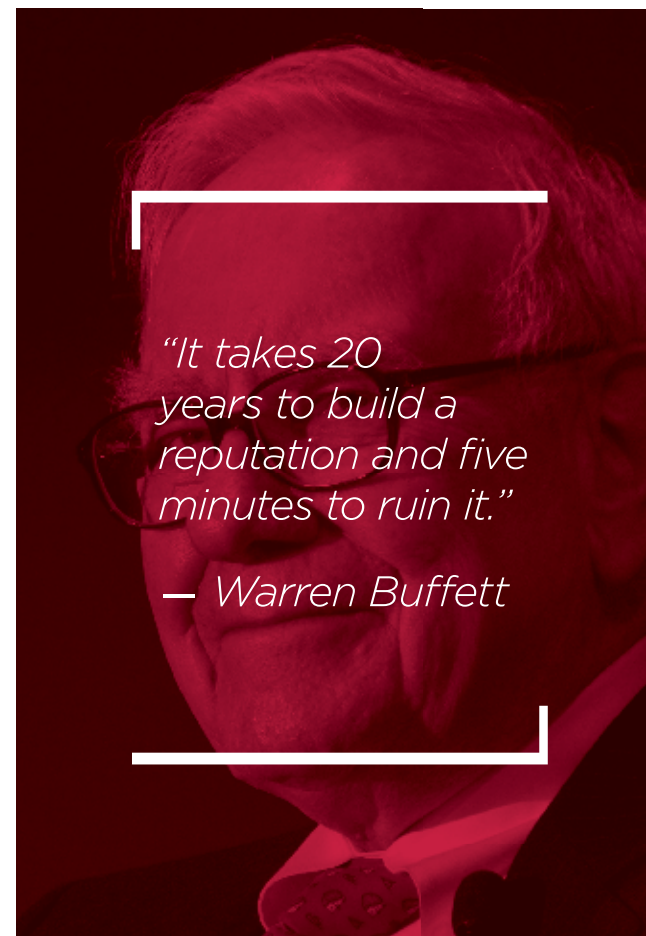
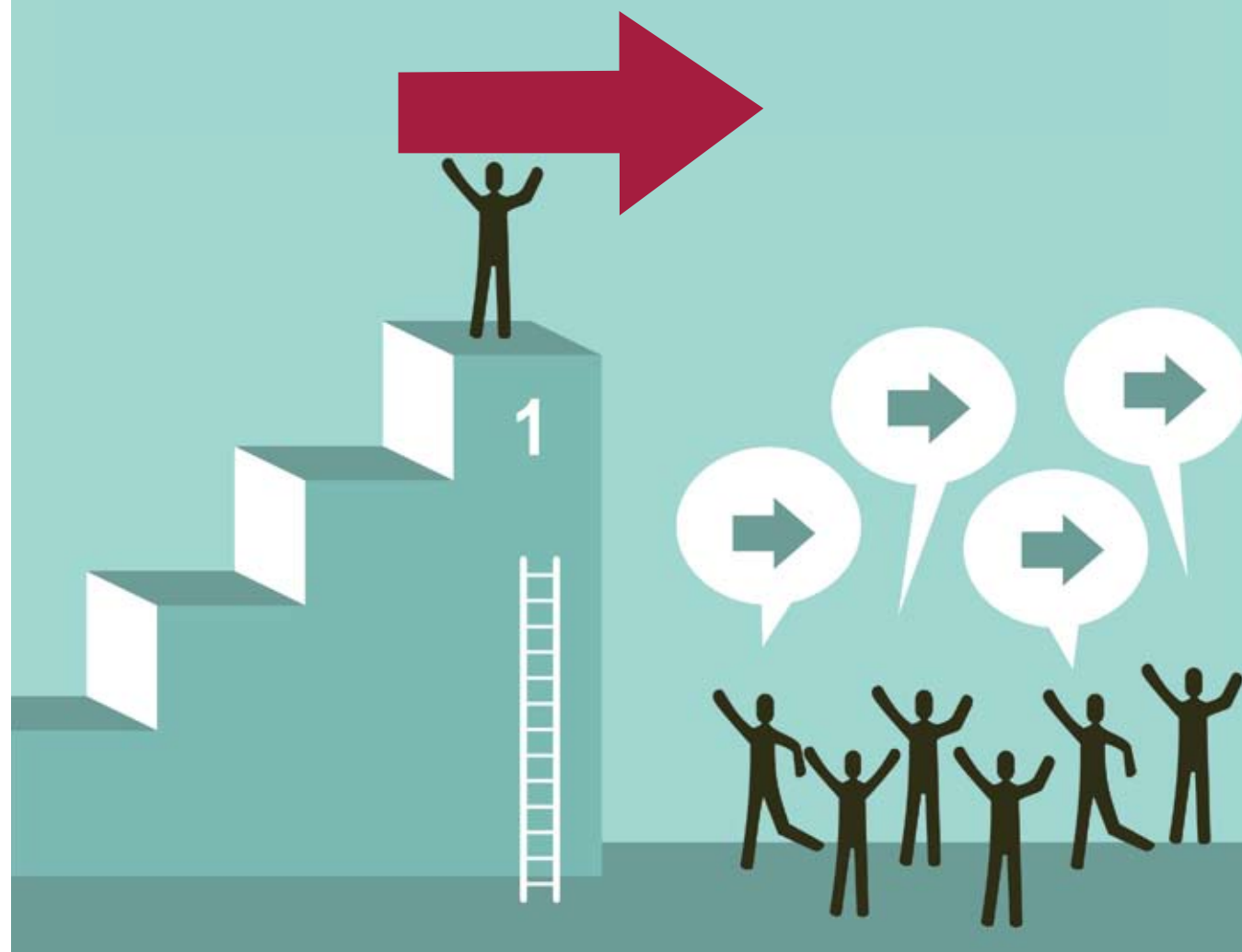
Myth #4

"If I make a claim my Insurance rates will go up." False! Insurance is based on an assessment of risks based upon a myriad of factors. Comprehensive Insurance Claims that deal with damage caused by falling trees, hail, ice storm, flood etc.. almost never affect premiums as with not-at-fault collisions. In other situations or for clarity it is important to have a competent broker that can discuss your individual coverage and any effect on your premiums. ■



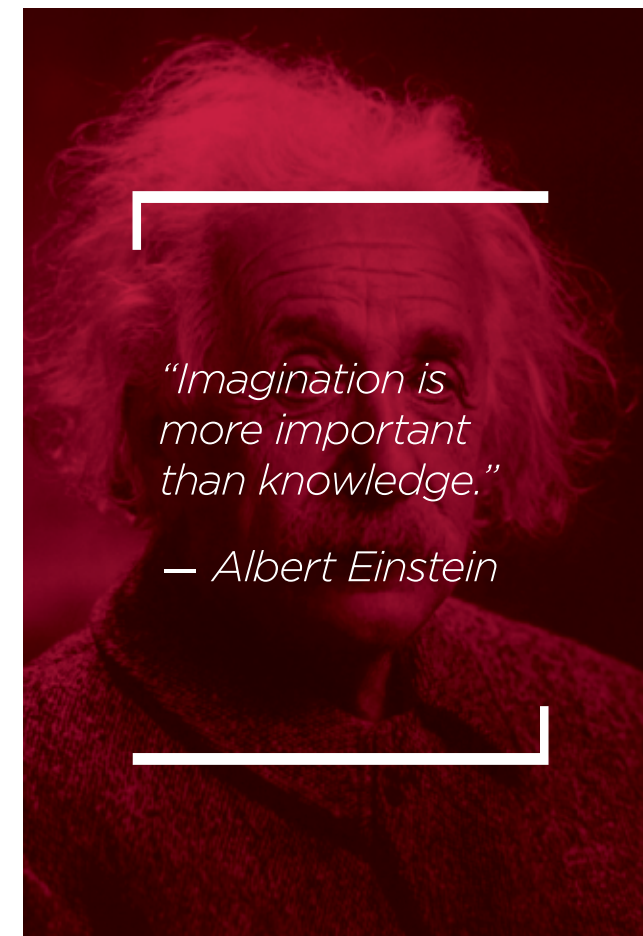
DO YOU HAVE WHAT IT TAKES TO LEAD TODAY?

STEVEN J. STEIN, PH.D.



"It takes 20 years to build a reputation and five minutes to ruin it."

— Warren Buffett



"Imagination is more important than knowledge."

— Albert Einstein

There's been a lot of talk about leadership lately. What does it take to be a successful leader in today's organizations?

Everyone has his or her own image of who a leader is or what a leader should be. To complicate matters even further, experts have developed hundreds of theories about leadership. A quick search on Amazon.com returned 91,493 books dedicated to leadership. Knowing how to lead others can be pretty confusing with that amount of knowledge swirling around.

Let's try and make it simple. Leadership involves any situation in which you want one or more other people to do something. You can't have leadership without followership. Think of all the situations in which you've tried to influence the behavior of others. In those situations, in fact, you acted as a leader. If you try to influence your spouse, children, friends, colleagues, neighbors,

subordinates, service people, or anyone else in your life, then you're a leader at least some of time.

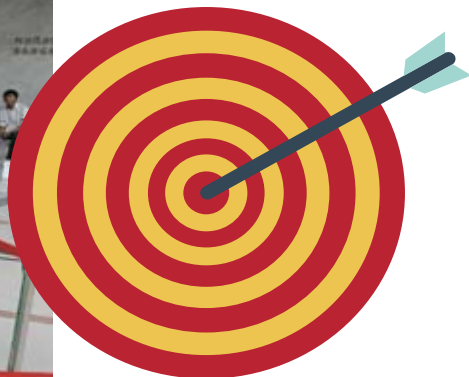
One of the questions I often hear is whether leaders are born or made. When it comes to leading at work there's probably a bit of both involved. We have learned a lot in the last 50 years on how to make a better leader. While many leadership theories come and go, there are some clear trends that we can see and understanding those trends can help you be a better leader.

One thing we know for sure is that leadership has changed significantly over time. Business, like society itself, is always in flux. Corporate cultures, work-force demographics, technologies, generational expectations and the very nature of work are all changing rapidly, so it should come as no surprise that the characteristics of successful leaders also evolve.

We recently carried out a large scale research study looking at differentiating successful versus less successful organizational leaders. We tested the emotional intelligence, along with other factors, of hundreds of senior leaders in a variety of industries including health care, financial services, professional services, public service, construction, manufacturing, retail, and others. We discovered that in order to be a successful leader in today's organizations you need to focus on four major competencies. Each of these competencies was closely tied to emotional intelligence. What is emotional intelligence? Well, very briefly, it involves three skills: **1)** your ability to be aware of your own and other people's emotions, **2)** your ability to manage your own and other peoples' emotions, and **3)** your ability to focus emotional energy to get things done – such as make good decisions, deal with stress. ▶



Google Earth Car



INSIGHT

Insight combines two essential leadership skills: truly understanding the organization, its mission and its values and communicating those messages in a form that will inspire employees, customers and suppliers. At great organizations, everyone knows the purpose of the organization and what it stands for. More and more companies are realizing they are not in business just to make money or produce a certain product. Developing a sense of higher purpose (Google says its mission is “to organize the world’s information and make it universally accessible and useful”) heightens engagement and motivation for employees and other stakeholders and helps attract and retain the right people.

Companies such as Apple, Google, Tim Hortons, apparel-makers Roots Canada Ltd., Timberland, and Canada Goose are companies whose brands resonate with mission. That’s what makes a company exciting. You can be good operationally, you can get by and do well, but if you want people lining up to work for you, you have to have “a meaningful purpose.”

INSIGHTFUL LEADERS:

1. Communicate a purpose, meaning and vision
2. Express a hopeful view of the future
3. Compel employees to reach and exceed goals

AUTHENTICITY

The first competency we identified has to do with being authentic or real. Today’s best leaders must be viewed as credible, fair and “real”. For these leaders, humility is a strength. Bombast, “putting on airs” and dominating people are out. Acting arrogantly or not showing integrity can be the kiss of death in today’s world. The new Internet-saturated business environment of transparency and accountability means it is becoming harder to disguise self-serving behavior.

Morally-dubious individuals can still reach high positions, but it has become harder to do – it’s getting much tougher to hide transgressions. Above all, those who do not project the traits of authenticity and humility will be at an increasing disadvantage. People will respect you more and go the extra mile for you if they think you are real. If they don’t see these traits, they won’t follow you. They’ll punch the clock, but they won’t go to the wall for you.

AUTHENTIC LEADERS:

1. Act as role models
2. Inspire fair and moral behavior
3. Command esteem and confidence

COACHING

For generations, the role of leaders has been to “check up on people.” Today’s more equitable workplaces run on collaboration and mentoring, not policing. Coaching means going out of your way to make sure people realize their full potential. Generation X workers especially will leave a job unless they feel they are getting something out of it.

The best leaders coach their teams through tactics as simple as town-hall meetings, “management by walking around” and one-on-one meetings where they listen to employees’ concerns, offer feedback and guidance and take responsibility for removing any roadblocks that prevent employees from achieving success.

COACHING LEADERS:

1. Operate as a mentor
2. Respond to concerns and queries
3. Support employee needs

INNOVATION

Finally, leaders today need to be innovative. More and more success will accrue to organizations that encourage all their employees to think creatively and champion new procedures, products and services. That doesn’t mean everyone gets their own research and development (R&D) budget, but it does require that leaders give their people more autonomy and license to explore changing customer needs and that they provide a fair, safe and encouraging hearing when employees propose new ideas. They also need to be understanding when new, but risky ideas, don’t succeed.

Many organizations used to create a climate of ‘Don’t make mistakes. Just get your quota, and don’t take chances.’ In today’s faster-moving markets, companies need all their creative resources moving forward together.

INNOVATIVE LEADERS:

1. Realize the importance of taking risks
2. Spur ingenuity, imagination, and autonomous thinking
3. Value knowledge
4. See challenges as learning opportunities

Leadership has changed significantly over the past 100 years. Some people still like showing me examples of companies led by yesterday’s leaders, the ones who shouted their way to the top. But in order to succeed in the future, leaders will need emotional skills just as much as they need cognitive intelligence. The ability to win the hearts and minds of employees, as well as customers, and even the community, will be a valuable resource for tomorrow’s leaders. ■

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STANDING UP FOR ISRAEL

PM HARPER SHOWS HOW IT'S DONE

BY SHIMON KOFFLER FOGEL

Amongst many very special moments during the historic visit to Israel of Prime Minister Stephen Harper, perhaps the most important observation he shared came during a routine “Q & A” with journalists accompanying him on the trip.

Following a bilateral meeting with Prime Minister Benjamin Netanyahu, Harper was asked if he raised the issue of settlements with his Israeli counterpart. After pausing for a moment – seemingly weighing his response – Prime Minister Harper replied that Canada’s position on the issue is well established, well known and easily accessed on the Foreign Affairs website. He went on to say that this is precisely his grievance against how media view and report on the Arab-Israeli conflict. “I am not here to single out Israel for criticism,” replied Harper.

Indeed, Prime Minister Harper observed that when he was meeting with Palestinian leadership in Ramallah, no journalists used the occasion to ask whether he raised the issues of human rights, democracy, anti-Semitic incitement, radical Islam or terrorism directed at the Jewish state with PA officials. Instead, they asked the same questions

about Israeli policies, once again singling out Israel. He further observed that not only when he is in Israel is he asked to single out Israel for criticism, but also when questioned by reporters in half the places around the globe Harper visits, he is asked to single out Israel.

And then, Prime Minister Harper placed his observation into context. “One lesson I think we have learned [in Canada] is that when somebody is a minority, and particularly a small minority in the world, one goes out of one’s way to embrace them, not to single them out for criticism. That’s a fundamental Canadian ethic. And that is why I think many Canadians understand the approach I’m taking...”

For the delegation from the Canadian Jewish community accompanying the Harper’s, that message – along with so many other memorable moments, like his Knesset address – providing cherished and much needed validation...as supporters of the Jewish state. But it was also a painful reminder, that while Canadians “get it” more than most, Israel is both vulnerable and increasingly isolated within the international community. And that is especially the case in the predictable fallout from the collapse of the Kerry-driven peace process. In a fundamental sense, the Arab-Israeli conflict is not about the “occupation by” Israel, rather the “pre-occupation with” Israel. We can accept that as the “reality” of the day or we can fight back and speak truth to power.

We can and must challenge the mythological narrative that has been promoted by our adversaries. About stolen land, about Israel as the root cause of all conflict in the region, about the nature of Israeli society. To meet this challenge, we have to be educated and determined – well versed in the facts, understanding of the motivation and intent of the anti-Israeli assault and committed to making a real contribution to the pro-Israel advocacy effort. ■

Shimon Koffler Fogel is the CEO of the Centre for Israel and Jewish Affairs



Prime Minister Stephen Harper and his wife Laureen during their visit to Jerusalem, January 2014

PMO Photos
by Jason Ransom



Israeli Prime Minister Benjamin Netanyahu and Prime Minister Stephen Harper meet with IDF soldiers, January 2014

PMO Photos
by Jason Ransom

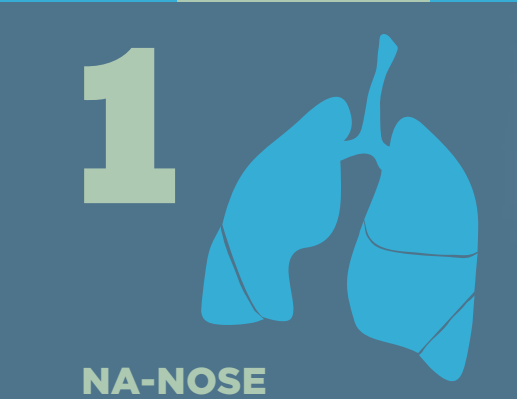


ISRAEL ON THE WORLD STAGE

LIST OF THE MOST EXCITING ISRAELI MEDICAL DEVICES AND PHARMACEUTICAL DEVELOPMENTS

By **Abigail Klein Leichman**,
Writer and Associate Editor at Israel21c

Israel is on the world stage in science and development with devices that will revolutionize global healthcare. Here are some of the most exciting Israeli medical devices and pharmaceutical developments to watch for in 2014:



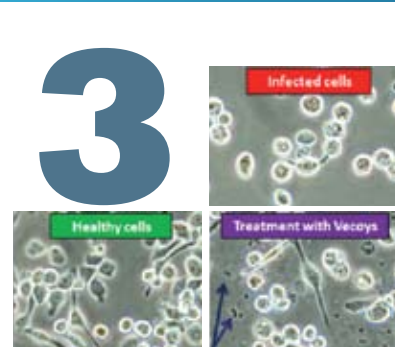
NA-NOSE

Na-Nose can detect lung cancer from exhaled breath and will be commercialized in a joint venture with Boston-based Alpha Szenszor – after a few more years of development and testing by the US Food and Drug Administration (FDA). Invented by Technion Prof. Hossam Haick, Na-Nose (the “na” is for “nanotechnology”) has been proven in numerous international clinical trials to differentiate between different types and classifications of cancer with up to 95 percent accuracy.



HERVANA

Hervana is a non-hormonal, long-acting contraceptive suppository won a \$1 million development grant last year from the Bill & Melinda Gates Foundation. The Gates Foundation is banking on the product's potential to provide a more accessible, cheaper and socially-acceptable family planning option in developing countries, though it would be marketed in the United States and Europe as well.



VECOY NANOMEDICINES

Vecoy Nanomedicines uses Nano-scale virus-traps (“vecoys”) to capture and destroy viruses before they can infect cells, offering a huge advance over antiviral medications and even vaccines. Through the MassChallenge startup accelerator program last November, Vecoy's platform was chosen to be tested in zero-gravity conditions on an upcoming NASA space mission.



CARTIHEAL

CartiHeal is a Agili-C cartilage regeneration solution for knees and can regenerate true hyaline cartilage (the most abundant type of cartilage in the human body) after six months, according to clinical results so far. Based on research at Ben-Gurion University of the Negev, the implant has earned the European Union's CE Mark of approval. Further clinical studies could lead to FDA approval in the coming years.



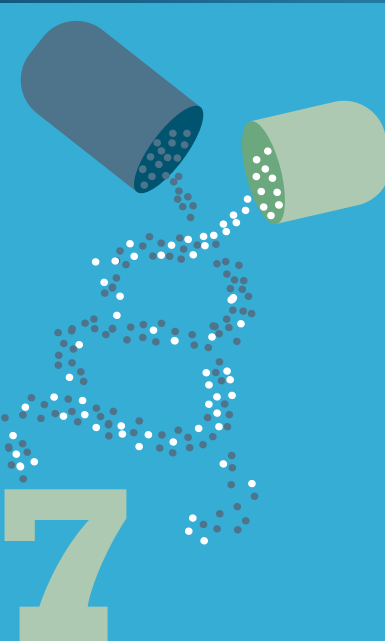
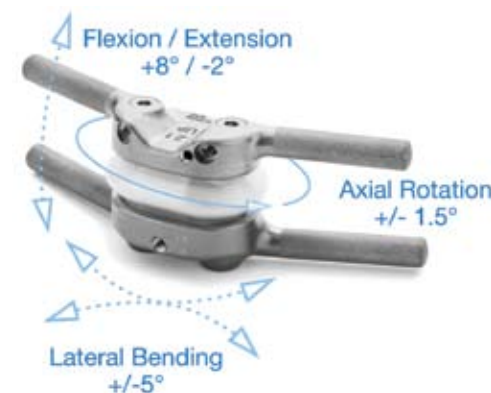
ORAMED PHARMACEUTICALS

Oramed Pharmaceuticals seeks to change Type 2 diabetes treatment from a daily injection to a daily pill. Its oral insulin capsule recently received patent approval in the EU, and is in Phase 2 clinical trials under an Investigational New Drug application with the FDA. Jerusalem-based Oramed is also moving forward with clinical trials of a capsule to treat Type 1 diabetes.



PREMIA SPINE

Premia Spine developed the TOPS (Total Posterior Solution) System, aiming to revolutionize the spinal implant market with an artificial joint in the same way that total hip and total knee replacement systems made hip and knee fusions a thing of the past. TOPS is available already in Austria, Germany, the UK, Turkey and Israel. An FDA study is now in the follow-up phase.



MAPI PHARMA

Mapi Pharma recently won US patents for two promising slow-release platforms for drugs to treat multiple sclerosis symptoms and pain. “We believe in two to three years they could be in the final stage of development, and about three years to market,” says Mapi Pharma president and CEO Ehud Marom. Another slow-release platform for a schizophrenia drug is next in the pipeline.



SOMNUSEAL MASK

Discover Medical introduced the SomnuSeal mask for CPAP machines – used widely by sufferers of sleep apnea – in Europe. If sales are successful, the US market will be next. Because SomnuSeal is more comfortable than the current masks used with the machine, compliance could be much greater. Plus, the device does not put strain on the heart as the current mask does.



RUTH, a hands-off breast cancer detection alternative.

RUTH 9

Real Imaging is in the midst of European clinical trials of RUTH, its radiation-free, contact-free, inexpensive and advanced imaging system for early detection of breast cancer. The system, which has won patent approvals in several countries, analyzes 3D and infra-red signals emitted from cancerous and benign tissue, generating an objective report that needs no interpretation. Founder and CTO Boaz Arnon presented RUTH at the most recent conference of the Radiological Society of North America. Initial release of the product will likely be in Europe sometime in 2015.

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ISRAEL21c (Israel in the 21st century) is an online, nonprofit educational magazine about Israeli innovation in health, environment, social action, culture and technology. It was founded by high-tech entrepreneurs and philanthropists Avi Alon and Eric Benhamou in 2000 and is headquartered in Israel and San Francisco. ISRAEL21c's writers live in Israel, bringing worldwide readers fresh news about exciting Israeli advances.

ISRAEL21c has placed more than 10,000 stories in hundreds of influential media outlets globally. Stories originating at ISRAEL21c have appeared in the New York Times, Newsweek, Time, AP, Reuters, CNN, BBC, and Al Jazeera, as well as top blogs, Huffington Post, Treehugger, MedGadget and Gizmodo. <http://israel21c.org>

10

NEUROQUEST

NeuroQuest has started clinical testing in the United States, under the auspices of Harvard Clinical Research Institute, for its groundbreaking blood test to detect early-stage Alzheimer's disease. Initial trials in Israel showed NeuroQuest's test – based on research by Prof. Michal Schwartz of the Weizmann Institute of Science – to be 87 percent accurate with an 85% specificity rate in detecting Alzheimer's and ALS, two common neurodegenerative diseases. ■



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PROSTHODONTIC ASSOCIATES IN UGANDA

By Dr. Izchak Barzilay & Mariela Gonzalez

Anybody who has had their teeth straightened with braces or an implant placed to secure a crown can tell you that the positive impact of proper dental care is immeasurable. Dental work is such a routine fact of life for most people in Canada that many procedures are largely focused on creating aesthetic improvements. But in some areas of the world a person might go their whole life without ever visiting a dentist, and simple dental hygiene is an unfamiliar concept. Enter TO-The World, a charitable not-for-profit organization focused on providing dental and medical healthcare to communities in desperate need. In collaboration with KHEFO, a reputable local non-governmental organization from Uganda, TO-The World strives to provide medical and dental care, improve health

care delivery systems, train local health care workers and educate the residents of the communities they service.

TO-The World was formed by medical and dental professionals who recognized that there is a need in the global community for access to basic health care, and that they could give back by contributing their skills and resources. On February 15, 2014, Dr. Barzilay and his business manager Mariela Gonzalez embarked on the trip of a lifetime, as they travelled with TO-The World on a mission to Uganda. Over the course of their trip, Dr. Barzilay, Mariela and the rest of the TO-The World team visited a total of eight rural villages in the Kabale region of Uganda and saw 2,700 patients, providing medicine to a total of 5,000 people, both adults and schoolchildren. In their own words, Dr. Barzilay and Mariela reflect on their experience.

"It didn't take long to agree when I was approached to participate in the TO-The World brigade to Kabale, Uganda. I have always believed in the importance of volunteering for charity, and the opportunity to offer my dental expertise to people in such great need was impossible to turn down. Once a few meetings were moved around and arrangements made, the adventure began.

I traveled to Uganda with Mariela Gonzalez and the rest of the group from TO-The World. On arrival at our residence in Kabale an incredible brass band serenade greeted us. But there was no time to spare, and our group quickly set off to work with a grueling schedule that involved visiting eight remote villages and treating thousands of patients. While my medical colleagues got to work assessing medical needs and providing treatments and medication, the other ▶



dental professionals and I got ready to treat some of the most deserving patients we have ever encountered. Our group included three dentists, three hygienists, local dental officers and support staff. Because most of our patients had never visited a dentist to have their teeth cleaned, or even brushed their teeth, the need for dental care in these communities was critical. Most of the treatments involved extractions.

Patients lined up by the dozens and waited hours to be seen by us. Many of the patients walked for miles to get to the clinic site. That made it devastating when we had to pack up, realizing we couldn't help everyone who needed to be seen. Over the course of the mission our group extracted between 2500 and 3000 teeth, provided hygiene services to hundreds of patients and were able to teach the local dental officers some of the methods that we use in Canada.

We were equally interested to learn from our Ugandan friends as to their methods and approaches, and we even had the opportunity to hold two evening seminars discussing digital dental offices as well as implant treatments. Throughout the trip I was reminded how much most people take basic healthcare for granted, and how much we can offer to communities in need by sharing our knowledge and skills.

In one of the most special parts of the trip we had the chance to visit an orphanage that is supported by KIHEFO, and to play with the children who live there. What struck me the most was the fact that there were no mosquito nets for the 60 children at the orphanage. We quickly arranged for mosquito nets to be purchased and distributed to the children. Again I was reminded how the people in these Ugandan communities survive day to day without many of the supplies that we consider basic necessities. Our team made many new friends on the mission, and we all look forward to seeing them again.

It's hard to put into words the effect the mission had on me. Everybody is affected differently by an adventure of this nature, and certainly I gained a new found appreciation of the luxuries I enjoy in my day-to-day life. But more so, I realized that ultimately none of those luxuries are really

important. Of course I enjoy my trips and adventures, but experiencing the mission to Uganda shed a different light on things. To some people, a visit to the doctor or the dentist is a chore that is put off or dreaded, but the fact that dental and medical care are accessible and a regular occurrence in life puts us at a great advantage. The TO-The World mission to Uganda was an opportunity to give back to a community in need and a lesson in perspective. I'm already looking forward to the next opportunity to go back and help the people who stood in line without getting a chance to receive care. I'm already planning a trip for next year and can provide information to anybody interested in getting involved."

— Dr. Barzilay

"I have always believed in the importance of volunteering for charity, and the opportunity to offer my dental expertise to people in such great need was impossible to turn down."

- Dr. Barzialy

"I was the in-country coordinator for TO-The World and my main responsibility was to ensure that the medical camp was organized and registration of the patients went smoothly. The patients lined up at triage after they were given a number and then they were directed to the appropriate area: dental, medical, optometry, maternity or pharmacy.

My objective every day was to ensure that we saw as many people as possible in each village. I also worked very closely with the KIHEFO volunteers to ensure we had enough translators because they were required for each doctor, dentist

and nurse. Without translators, patients wouldn't be able to tell us their symptoms. In addition, if any of the volunteers required anything I facilitated their requests and ensured they were performed promptly, as time was of the essence.

At times we drove between two to three hours to get to a village, and then we would have to close down by 5:00 pm to ensure we left the camp before sundown. This was vital because road conditions were sometimes poor and we didn't want to be stuck anywhere in the dark. There were times we had to tell people that we could not see them because time had run out and we needed to leave. I think this was the most difficult part of my role and I still remember some of their faces. One day we had only nine tickets left with so many more people to see. We decided to speak to the crowd and ask them who they felt were the most medically compromised so we could give them our last 9 tickets. They all pointed at somebody else — they were so selfless that it touched my heart.

I sincerely believe we made a difference in some of these people's lives by not only servicing their medical needs but by smiling and hugging them and simply showing them that we cared. They kept telling our translators how much they appreciated us being there and to please not forget them. This essentially sums up the character of these beautiful Ugandan people. Many have nothing but they taught us much more about humanity than we can ever imagine.

This has honestly been the most rewarding trip I have ever taken in my life. There was so much poverty, but also so much beauty in the country of Uganda. I will never forget this amazing journey and I personally plan to continue supporting TO-The World and the KIHEFO organization. I experienced firsthand how every cent counts and witnessed how the funds were used toward the betterment of humanity as a whole. This was truly my honour to participate in and I feel blessed that I was able to be part of it! We look forward to returning in 2015 and hopefully seeing more patients than we did the first time around." ■

— Mariela Gonzalez



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empower **YOUR** PRESENCE

BY CATHERINE BELL

“Presence” has always held a certain mystique that is empowering and attractive – it can improve relationships, transform situations, and influence success.

Whether starting out in your career, asking for venture capital, meeting potential clients, or advancing into a new social environment – including retirement – you will want to stride forward with confidence and ease.

One way to empower your presence is through your personal brand. Your “brand” is connected to what people see and think of you. Just as companies focus on creating a brand and managing the consumer experience, personal branding is

about having a clear understanding of your authentic inner self and qualities, and then conveying this to others.

Once you know what you want to publically say about yourself, don’t leave things to chance. You need to intentionally align the ABCs of your image – appearance, behaviour and communication – so that your “brand message” is consistently communicating who you really are. All this contributes to establishing meaningful relationships, being fully engaged in life and having peace of mind – signs of an empowered presence, and with it, true wealth.

Let’s look at the role of your appearance in this process. It can positively affect first impressions, and be influential throughout all

stages of your life. Research has shown that paying attention to your image can increase your self-esteem and confidence, adding to your success. It is also one of the most powerful strategies you can use to disclose the essence of your personal brand to others.

While factors that affect wardrobe choices are determined by personality, lifestyle, individuality, work environment, and what you want to achieve on any given day, every organization has a dress code that is suitable for their sector, geographic location and client base that needs to be considered.

Here are some strategies for navigating various levels of dress.

Traditional Business Attire

This level is authoritative and appropriate for corporate

meetings, delivering formal presentations, handling wealth and negotiating with major clients.

- Full suit consisting of a structured jacket, and matching pants or skirt.
- Dress shirt and tie (men); blouse or tailored shirt (women).
- Plain, finely textured or subtly patterned fabrics in muted tones made from natural fibres or microfibers.
- Accessories are classic, understated and finely detailed.

Tailored Business Casual

This level has moderate authority and is worn on a “dress-down day” by managers or consultants who normally wear professional attire, staff dressing up to meet with management, and anyone expecting client contact in a semi-casual environment.

- Tailored blazer or sports coat with a contrasting pair of pants or skirt.

- Dress shirt and tie; open collared shirt, blouse or polo shirt.
- Slightly bolder colours and patterns in fine knit, cotton, linen, and tweed fabrics.
- Accessories are still fairly classic and understated.

Smart Business Casual

This works when you are out of view of important clients, doing on-site consulting where business casual is the norm, or on “dress-down Fridays,” and the category spans some distance in terms of colour choices, fabrics, and accessories.

- At the top are dress shirts and ties, or tailored blouses, coupled with dress pants/skirts and traditional accessories.
- At the bottom are knitted polo shirts and cotton pants worn with more textured, heavy shoes.
- To be business appropriate, men must always wear a collared shirt, mock or full turtleneck.
- Colours range from traditional to brighter hues in fabrics that are more textured and patterned.

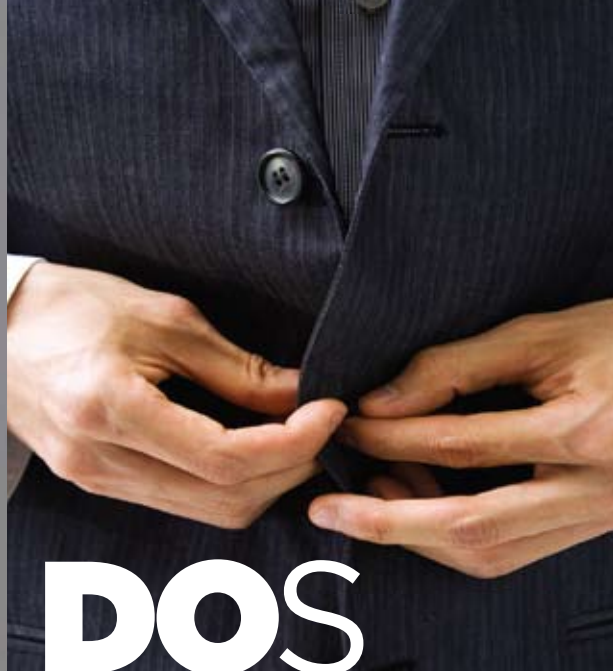
- Women’s jewellery can be heavier and in natural materials such as bone, cork, shells, rope, etc.

If you are a manager who wants to have more presence to inspire your team, dress more formally than your staff in dark coloured, highly constructed suits. At times the absence of a jacket can also work to your advantage - it’s all about strategy. For instance, if you need to create more rapport with your staff, remove your jacket before meeting with them in order to open up communication. Wearing mid-tones such as tan, grey or blue will also make you more approachable than dark colours.

After considering the appropriate formality strategy for your attire, and the personal brand message you want to communicate there are other things connected to appearance that will help you establish a quality image.

Remember, if you dress inappropriately, your goal to have more presence will be compromised, affecting your personal brand.

- Choose timeless classics in traditional colors for higher-investment items ▶



DOS



PURCHASE

the correct collar size so that you can comfortably do up the top button.



MATCH

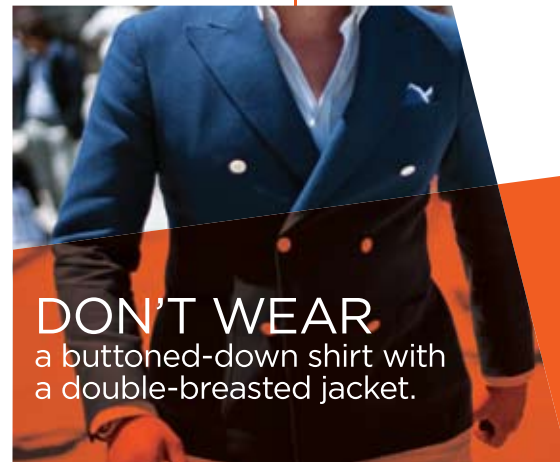
your socks to your pants or shoes (in that order), and match your shoes to your belt.

MAKE SURE

that the widest part of your tie is similar to the width of your jacket lapel.



DON'TS



DON'T WEAR
a buttoned-down shirt with a double-breasted jacket.

NEVER TRY
to wear a suit coat as a blazer.



AVOID
opulent jewellery in traditional environments.

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such as suits and coats, and then add fashion colours with shirts, blouses, sweaters, ties and scarves.

- Choose garments made with quality fabrics and construction.
- It is safer to keep similar fabric textures together.
- When combining patterns, "less is more," so when wearing a suit, shirt, and tie, always choose at least one piece in a plain fabric.
- Ensure that your accessories are in good repair, especially your shoes, because they reveal so much about your priorities and attention to detail.
- If you are in the financial sector, one thing to note is that the public is very critical when those handling their wealth dress down too much.

Men's Image Makers

- Match the colour of your shoes and belt.
- Avoid opulent jewellery in traditional environments.
- Instead of wearing a tie with a

short-sleeved shirt, roll up the sleeves of a long-sleeved shirt.

- Don't wear a buttoned-down shirt with a double breasted jacket.
- Purchase the correct collar size so that you can comfortably do up the top button.
- Never button the bottom button of a single breasted jacket or vest.
- Make sure that the widest part of your tie is similar to the width of your jacket lapel.
- Never try to wear a suit coat as a blazer.
- Match your socks to your pants or shoes (in that order).

Women's Image Makers

- Avoid skirts that are more than 2 to 3 inches above your knee, slit too high or too tight, because not only can they be revealing and distracting, they will limit your movements.
- Foundation garments should not be visible through semi-transparent or light coloured fabrics.

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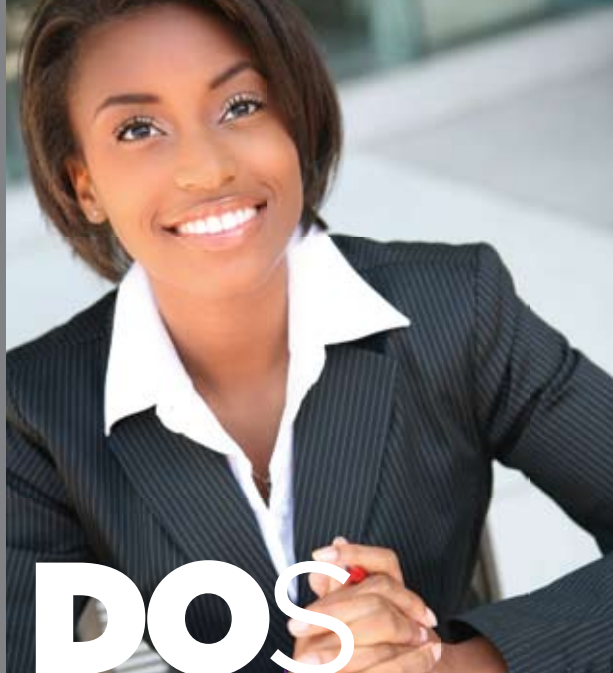


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- Make sure that you are not busting out of your garments, even when popular culture is in love with cleavage.
- Tailored suits require hosiery; when not wearing natural coloured hose, blend the tones of your shoes and hosiery.
- Wear a jacket whenever possible, because research concluded that a woman wearing one was perceived to have greater expertise and legitimate power than a woman without one.

Similar to a luxury brand that promises a consistently positive experience, you'll want to ensure that what people see and encounter when they interact with you is the same, time after time. This dependability helps you establish credibility, empowering your presence and adding to your true wealth. ■

Catherine Bell is one of only 13 Certified Image Professionals in Canada. She is the author of EMPOWER YOUR PRESENCE: How to Build True Wealth with Your Personal Brand and Image, (Knowledge Bureau Newsbooks, 2013). catherine@prime-impressions.com.



AVOID
skirts that are more than 2 to 3 inches above your knee, slit too high or too tight.



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MISSISSAUGA



THE JEWISH COMIX

ANTHOLOGY

The Jewish Comix Anthology brings together 47 different creators from all over the globe.

The Jewish Comix Anthology is the brainchild of Steven M. Bergson, Master of Library Sciences, past president of the Association of Jewish Libraries and a Research Administrator at UJA Federation of Greater Toronto. Mr. Bergson is a seasoned blogger (www.jewishcomix.blogspot.com) and an expert on the representation of Jews in comic books, comic strips, and graphic novels.

JR asked Bergson to explain what is unique about comics? “The best comic stories combine the eloquence of the written word with the visual elegance of illustration. However, the pictures don’t merely depict the captions (if there are any). Sometimes, the words even contradict what is shown. Since each panel is like a “snapshot” of the story, they require the reader’s imagination to fill in the “gutters” between panels and allow the story to flow. Unlike film, it’s not necessary to “slow down,” “pause,” or “rewind,” if you need to examine the details of any scene; each moment is “frozen” on the page to be viewed at the reader’s own pace.”

Bergson conceived of this project back in 2006 but it took some time to find a

publisher. And then he found Andy Stanleigh. “Steve approached me last October (2013) after an article was published about me/AH Comics in the Canadian Jewish News and asked for my help in putting the project together. As a publisher, illustrator and being Jewish, there was no way I could turn this down.” Stanleigh was someone who was “into” comics; growing up he read just about every comic book he could get his hands on. He was not, he admits, interested in the text but he was fascinated by the artwork. And with the introduction of the “graphic novel” Stanleigh became passionate about the industry.

“Comic books and graphic novels are not all that different,” explains Stanleigh. “It’s just that graphic novels typically have more mature subject matter and are a lot longer, hence the reference to them being ‘novels.’ You also get people doing very unique things such as more robust artwork (in some cases, not in all).”

In North American culture the view of comics has changed. Stanleigh explains that “the biggest difference we see is that comic books and graphic novels have become main stream. They are in print, are digital, online, ▶

Stanleigh explains that “the biggest difference we see is that comic books and graphic novels have become main stream. They are in print, are digital, online, and make up long-running television shows and blockbuster movies.



“Two Brothers”
by Haiwei Hou

Jewish Comix Anthology
Publisher: Alternate
History Comics Inc.
(AH Comics Inc., Toronto,
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and make up long-running television shows and blockbuster movies. Comics have moved from something that was almost banned by the U.S. Congress in the 1950s to something incredibly far-reaching and ingrained in our North American society. It's really quite amazing!"

The Jewish Comix Anthology brings together 47 different creators from all over the globe. Bergson explains that "a Jewish comic [book] prominently features at least one Jewish character." In terms of the anthology the stories "have been told by Jews to Jews about Jews." The Anthology includes reprinted material as well as brand new material that was created exclusively for the Anthology.

Some of the incredible artists whose work will be included are Robert Crumb, Joe Kubert, Harvey Pekar, and Will Eisner whose titles have been published by DC Comics, Marvel, Dark Horse, Vertigo, Drawn & Quarterly (1940s to the present). Stanleigh shared with JR that "one of most exciting parts of publishing the Jewish Comix Anthology is being able to reprint a story by Art Spiegelman, who is arguably the father of the graphic novel after his Pulitzer Prize winning graphic novel Maus." ■



"I See The Dogs" written by Clifford Meth, illustrated by Michael Netzer

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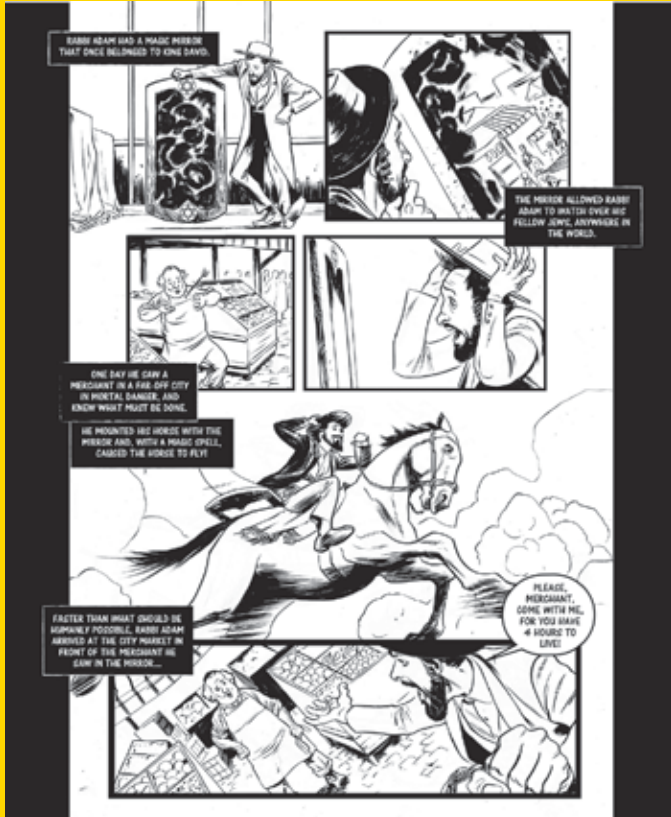
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"Workin' Girl Golem" illustrated by Joe Infurnari



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FROM
inspiration
TO **REALITY**
**THE CANADIAN MUSEUM
FOR HUMAN RIGHTS**

It began as the vision of one person: the late Israel (Izzy) Asper, O.C., O.M., Q.C., PhD (hc), Winnipeg business entrepreneur and philanthropist and founder of Canada's largest media company CanWest Global Communications. Recipient of the Order of Canada (1995), Izzy Asper was a lifelong advocate for human rights. In 1984 he created the Asper Foundation which, among its many projects, committed to the support of human rights locally, nationally and internationally. In 2001, after several years of providing funding for trips to the Holocaust Museum in Washington D.C., Mr. Asper decided he wanted to build a museum that would draw students from across Canada and provide them with the opportunity to learn about the Holocaust and about human rights in their own 'home.' Just two years after the project began, Mr. Asper passed away and his daughter Gail Asper took up the torch.

Today, Gail Asper, O.C., O.M., LL.D., is the national campaign chair for Friends of the Canadian Museum for Human Rights and sits on the museum's board of trustees. She is also president of the Asper Foundation. Speaking about her father's role in the creation of the CMHR she notes: "As the son of Russian Jewish immigrants who came to Canada seeking freedom from persecution, my father never forgot how lucky he was to live in a country that valued human rights and freedoms.



Gail Asper

"As a lawyer, journalist, politician, businessperson and philanthropist, he was often disturbed by the racism and indifference he observed in the world around him. In the late 1990s, he created a program that brings hundreds of students from across Canada to Washington D.C. every year to learn about the Holocaust and the need to take personal responsibility for the advancement of human rights.

"When he saw how this program transformed its young participants into informed, engaged citizens, he realized what a profound impact a Canadian centre for human rights education could have on the entire world. And so, in 2000, he set out to establish a new museum.

"I know he would have been so grateful to all the generous donors who have given us such incredible support and who have really made this institution possible."

Israel Asper believed that actions can make a difference--that the individual can make a difference. He wanted to bring young people into the equation and help them to take a stand by giving them information about the histories, stories, struggles and determination of individuals and nations in the fight for human rights.

Mr. Stuart Murray, CEO of the Canadian Human Rights Museum, spoke to the Youth Parliament of Manitoba in 2013 and included in his address a tribute to Mr. Asper:

"You must continue to blaze your own trail, but you must also inspire your friends, your classmates, your peers, to do as you're doing, and to engage ▶



Israel Asper

The Canadian Museum for Human Rights (CMHR) was declared a national museum in 2008 by the Government of Canada.

and participate. Help them understand that their voice, their ideas, their involvement and their contributions really do make a difference.

“Help them understand that the wheel of human rights and democracy turns faster when there are more hands to help. And show them what you already know...that the act of strengthening our nation and our democracy in turn enriches the quality of our own lives.

“So I ask you to take up that challenge... What is your big idea? What is your vision?

Let me provide you with an example that came from someone who served politically – the late Israel Asper. He saw some of the challenges and opportunities in what I’ve shared tonight and he had vision. As a result, we are now building the Canadian Museum for Human Rights to engage, to empower and to inspire.”

CANADIAN MUSEUM FOR HUMAN RIGHTS IS A STUNNING NEW CANADIAN ARCHITECTURAL ICON

A single seed planted 13 years ago has been nourished by:

- The conviction and generosity of 7,700 individual donors who have given over \$142 million to date;
- The views of 4,400 people from every corner of Canada;
- Insights from more than 70 community groups, human rights organizations and not-for-profits;
- Partnerships with educators, experts and academics from across the country; leadership of First Nations elders, disability rights advocates, and dozens of stakeholder groups;
- Support from three levels of government representing all political stripes.

In 2007, Prime Minister Stephen Harper announced that the Canadian Museum for Human Rights (CMHR) would be

created as a national museum. In 2008, the Museum was established – and now operates – as a Crown corporation under the leadership of CMHR president and CEO Stuart Murray and a board of trustees appointed by the Government of Canada.

- The Canadian Museum for Human Rights (CMHR) was declared a national museum in 2008 by the Government of Canada.
- World-renowned American architect Antoine Predock borrowed images from the Canadian landscape: mountains, clouds, Prairie grass, ice and snow. His design uses complex geometry and human rights symbolism in every component, weaving light through darkness.
- The mandate of the CMHR is “to explore the subject of human rights with special, but not exclusive, reference to Canada, in order to enhance the public’s understanding of human rights, to promote respect for others and to encourage reflection and dialogue.”
- The site, on Treaty One land near the site of the historic Métis rebellion under Louis Riel, has been a meeting place for thousands of years. In consultation with Aboriginal elders, the CMHR funded an archaeological excavation that recovered more than 400,000 artifacts. Traditional medicine ▶



Queen Elizabeth II visited the Museum site in 2010 to present a stone from Runnymede, where the Magna Carta was signed, which will be permanently installed near the CMHR group entrance.

L to R: CMHR president and CEO Stuart Murray, Prime Minister Stephen Harper, Manitoba premier Greg Selinger, the Queen.



Stuart Murray, president and CEO of the Canadian Museum for Human Rights (January 2014)



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bags were deposited in over 500 holes drilled for the piles.

- The Tower of Hope rises to 100 metres, equivalent to a 23-storey building. The building's total area is 24,155 square metres (equal to four Canadian football fields).

ABOUT THE VISITOR EXPERIENCE

- Human rights stories will be showcased from multiple perspectives, in unique and remarkable ways. The Museum will also house a vast digital collection of recorded oral histories, capturing the valuable stories – in their own words – of people whose experiences have much to teach us.
- Dynamic, interactive exhibits – presented by master exhibit designer Ralph Appelbaum Associates (creator of the Newseum and the Holocaust Memorial Museum in Washington, D.C. and countless others) – are arranged around human rights themes, using multimedia technology and stunning visuals. Artifacts and artwork become tangible touchstones that connect visitors to human rights. Storytelling and performance make concepts come alive.
- The Museum's content revolves around Canada's human rights journey, the focus of its largest gallery. Developed by expert CMHR researcher-curators, content was informed by cross-Canada public engagement involving over 2,000 people, input from a Human Rights Advisory Council, peer-reviewed approach papers and rigorous ongoing scholarship.
- A gallery that examines the Holocaust explores the fragile nature of human rights and the importance of defending them for all. A "broken-glass" theatre examines Canada's own experiences with anti-Semitism. ■

More information about the CMHR can be found at www.museumforhumanrights.ca



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“The Canadian Museum for Human Rights will challenge us to grow, to reach out, to engage, both as individuals and as a nation. The museum will inspire us to imagine what we want this nation of ours to be.”

— Stuart Murray

Canadian Human Rights Museum,
Winnipeg, Manitoba



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A GOLDEN OPPORTUNITY

Investing in small/medium real estate development is a better return on investment than renting out purchased property.

Summary

Those who invest in property almost, by default, rent out purchased property and bypass the real estate development option. But that may not be the right choice – as investing in small/medium real estate development can be a better return on investment option than renting it out.

Introduction

Real estate development, to many, may seem like a far-fetched investment opportunity. The steps and people involved could be too many for some to handle, not to mention the mountain of professional fees one might have to pay for consultants to liaise with government officials and neighbourhood associations only to get the project approved. Just from the looks of it, headaches seem to pile up way faster than cash! However, real estate development is easier than it seems, and the return on investment is very often, higher than renting your property out.

How long?

Below are some steps you can take to get your foot in the door to real estate development

1. Location, location, location

Find a neighbourhood with potential – low density neighbourhoods that show signs of future development are excellent candidates. Don't know where to look? Visit city/town planning websites to monitor open houses and public meetings on development proposals to find out where development is sprouting up in Toronto and the GTA. Here's a list to get you started:

- City of Torontoⁱ
- City of Markhamⁱⁱ
- City of Vaughanⁱⁱⁱ
- City of Mississauga^{iv}
- City of Brampton^v
- Town of Caledon^{vi}

2. Size matters

Real estate development is only cumbersome and complicated if it involves multiple parties, all with a finger in the pie. Keeping the real estate investment to small or medium will limit the parties involved. Capital investment of \$.25 to \$2 million is considered small/medium investment. This is also the best option for individuals and professionals looking to get their feet wet in the world of real estate development opportunities with a higher yield than rent.

Avg GTA Rental Cap Rate vs Avg Real Estate Investment Cap Rate
Greater Toronto Area - Q2 2014

Real Estate Investment	18.50%
Office	6.50%
Retail	5.90%
Industrial	5.60%
Apartment	5.30%

3. Get cosy with city planners and neighbourhood associations

The best way to avoid disapprovals from city officials, lengthy meetings with concerned residents are to work with them from the get go to find a mutually beneficial solution for a reasonable return. While small and medium developments are not necessarily invasive to neighbourhoods and communities, some level of unrest are always expected when a character of a neighbourhood is to be transformed by a newcomer.

4. Still too much work? Get someone to do the work for you

Many architects now provide one-stop solutions to perform all the above services with a nominal fee. These professionals

understand the intricacies of city development, and can tell you which neighbourhoods have the most potential. Few of those can even organize and package it into a real estate development opportunity to meet your needs.

Success Stories

1. The Beaches Neighbourhood, Queen Street East, Toronto

A property was recently purchased at the Beaches neighbourhood on Queen Street East. The dilapidated residential property was sold at an undervalue price. Investors recognized that development is favoured along this strip and seized the opportunity to re-zone into a 5 storey commercial building. By being in the know, this re-zoning process was completed effortlessly and increased its floor area by 3 times the size of the land.

2. Mimico Neighbourhood, Lakeshore Boulevard, Toronto

Another residential property was purchased in the Mimico neighbourhood in west Toronto to build a mixed use development with commercial and retail components. Mimico is

an established community, one that the City of Toronto officials are looking to revitalize. By working with city officials and neighbourhood associations, investors are once again able to re-zone with relative ease. The ROI is also evidently identical to that in the Queen East neighbourhood.

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& INSIGHT

BETH HOROWITZ
ONE OF THE TOP 100
MOST POWERFUL
WOMEN IN CANADA

BY APRIL LAUFER

In 2013 Canada's Women's Executive Network, an organization that promotes the advancement of women in management, executive, professional and board roles, named Beth Horowitz one of Canada's most powerful women. In a gala event that honoured the Top 100 Award Winners, Ms. Horowitz, a former president and CEO of Amex Bank of Canada, received the Corporate Directors Award with just six other women. She was honoured for her commitment to diversity and dedication to community.

Ms. Horowitz' accomplishments in the business world are noteworthy: not everyone becomes a vice-president, not everyone becomes a CEO. Her successes, therefore, stand on their own merit: her ability as a leader, her

ability to nurture the talent around her, her ability to learn from others, her willingness to risk. And while she has demonstrated these characteristics with aplomb and 'climbed' the corporate ladder, she is additionally exceptional because she is among the small number of women (less than 15%) who have become top senior executives in the so-called "C Suite."

Beth Horowitz is at the top of her game. Since leaving her position as CEO of Amex Canada, her resume has continued to grow. With Audit Committee experience and strong skills in strategy, marketing, and executive leadership, Ms. Horowitz happily shares her expertise and sits on the boards of several corporate and not-for-profit organizations.

She is a Director for HSBC Bank Canada, a banking and financial service organization that is a wholly-owned subsidiary of HSBC Holdings which has 7,500 offices world-wide and assets of US \$2,681 Billion (as of 31 March 2013). She is also a member of the Catalyst Canada Advisory Board, supporting Catalyst, a non-profit research and advocacy organization that is dedicated to creating "a more inclusive workplace and raising awareness of how diversity benefits today's global businesses."

For her part, Ms. Horowitz feels she has been very fortunate in her career: "Life is a journey. A series of serendipitous events. There may be some amount of choice but you can't predict who you will meet or how things will work out. Plans change over time. It is very important to



know who you are and to recognize that there are opportunities along the way. I have been very fortunate to have had great opportunities.”

Ms. Horowitz gives credit to the people she has had the privilege of working with—both men and women—who in their roles as senior executives believed in collaboration and who, in her own words, “possessed courage, vision, compassion and authenticity.” They provided her with many opportunities to grow and taught her how to network effectively and make connections.

Over her more than twenty years at American Express, not only did she master general management and critical thinking skills but those finer intuitive skills like leadership, team building, talent management and development. She views her business success in relation not only to the mentors in her life but to the various talented people that she has worked with. She talks about “learning from best practices” and working with a “great team.”

Her outlook that opportunities exist in almost every organization is reflective

of her personal management style—you take risks, you put yourself in the centre of the action, you make bold moves, you look for opportunities to grow. As Ms. Horowitz notes, taking risks to grow a business can result in higher visibility which is both exciting and motivating.¹

Throughout her career, Ms. Horowitz actively sought out mentors and leaders whom she admired. She talks about the talented people whom she has worked with and the people who were instrumental to her success:

“The first was Martha Redfield Wallace, who was on the board of Japan Society, where I worked after receiving my undergraduate degree from Cornell. Martha was a pioneer female corporate director, on the boards of Chemical Bank, American Express, Bristol-Myers, and others. She showed me how she could drive results at the Board level, network effectively and make connections. Martha was a trailblazer and I learned a great deal from her.

Later on, at American Express, I had the good fortune to work for a senior

Beth Horowitz’s participation and involvement with her community includes sitting on the boards of the Art Gallery of Ontario and Harvard Business School Club of Toronto

In an effective mentoring relationship, the mentor gets intrinsic satisfaction from sharing and helping

executive, Jim Cracchiolo, who is now CEO of Ameriprise in the US. From Jim I learned about building talented, diverse, high-performing teams, and how to drive results based on clear strategies and balanced metrics. Both Martha and Jim were valuable supporters of my career, providing advice, perspective, and opening the door to opportunities for me to grow.”

Today, Ms. Horowitz is enthusiastic about her role as mentor “because it is important to open doors and give back to others.” She comfortably admits that in an effective mentoring relationship, the mentor gets intrinsic satisfaction from sharing and helping. She also appreciates the fact that she has learned a great deal from mentoring those who are just building their careers: “They have different experiences and perspectives and are working with technology that simply didn’t exist when I was starting out.”

Viewing her personal journey as both good fortune and some smart risk-taking, she advises young women in business today to spend the time and effort on their personal network of relationships: “Friendships, social connections, work or professional organizations, you never know when there might be an opportunity.” Ms. Horowitz suggests that young people consider building their own Board of Advisors, their own team that can support their careers, provide perspective and give advice.

Even as she is sought out by corporations to join their boards—she was recently appointed to the Board of Directors of Aimia, a global loyalty management company—she remains dedicated to her participation in nonprofits and helps guide them with the same leadership values that she brings to her corporate boards: the importance of clear growth strategies, strong values, and consensus building.

Her participation and involvement with her community, for which she received WXN’s Corporate Directors Award, includes sitting on the boards of the Art

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Gallery of Ontario and Harvard Business School Club of Toronto. As a member of the Strategic Directions Committee of the Board of Trustees at the AGO, Ms. Horowitz helped to develop the Gallery’s new strategy-- supporting initiatives designed to engage youth and young adults in new programs. As a Director of the Harvard Business School Club of Toronto, Ms Horowitz is proud of her involvement on the Committee that awards fully-paid scholarships to leaders of non-profit organizations to attend one-week courses at Harvard on Strategic Perspectives in Non-Profit Management.

In terms of her current responsibilities, Ms. Horowitz has clear ideas about what defines the role of an effective chair: You make sure your meetings are productive and you help to hold the board to the highest ethical standards. In addition, she describes the type of exchange of ideas that are essential for successful board governance: “Candid dialogue; constructive and respectful discussion

of challenging issues; mutual respect between management of the board; understanding of and respect for each others’ roles.”

Horowitz believes that great leaders have to nurture the very best talent. She advocates for diversity because this type of change has a clear strategic and financial benefit for corporations: “Committees should ideally look more broadly than who they know personally and professionally, and apply systematic processes assessing current board compositions, competencies, length of time served and potential [competency] gaps given future growth strategies and the external environment. Diversity can also be one way to ensure checks and balances to the potential groupthink mentality that in the past has led to some corporations taking excessive risks.”²

While she claims that gender bias did not hamper her career, Ms. Horowitz does recall an incident where she found

Assertive In My Mind Confident Creative Passionate

herself working for a senior executive who was widely known to have some biases against women, particularly intelligent and ambitious women: “I was told that I asked too many “why” questions, and was discouraged from solving key challenges including product profitability and servicing issues. Eventually, things got better when we started a Women’s Network and I was asked by the other women to head the Career Development Committee.”

But it wasn’t just the support of other women that helped turn things around. Ms. Horowitz took on assignments that nobody else really saw as interesting or desirable but that she viewed as opportunities to learn and to grow. With each project’s success, her credibility and her performance became more and more noteworthy. Ms. Horowitz continued to build her career by searching out challenging assignments: “What really worked for me was seeking out challenging roles and assignments that were visible and had the potential to positively impact the organization in a big way.”

Most recently, Ms. Horowitz has been devoting more and more time to mentoring women who are seeking their first corporate board seat. Asked about what she thinks about the boundaries that still exist in boardrooms, Ms. Horowitz admitted that there are still things that need to change: “Catalyst research shows that men are often judged based on their potential, while

women are often assessed based on past performance. That means that if two people with equivalent skills and experience are up for the same job, people are more likely to say “Let’s give Joe a shot at this. He’s got lots of potential,” while at the same time saying “Mary seems smart and she has great experience, but she’s never done anything like this before.” There are still many sub-conscious biases that exist in hiring, appraisal, talent assessment, compensation, succession planning, and other important processes within organizations.”

As someone who has made it to the ‘top’, Ms. Horowitz views her position and those of other women in senior leadership roles as instrumental to helping effect change: “Senior people with the influence to help others progress in their careers still tend to mentor and sponsor those who are like them, which makes it statistically more likely that senior male executives will sponsor men rather than women, though clearly some male sponsors are gender-blind as happened in my case.”

But things are starting to happen: more senior executives are realizing that diversity is quite simply a good business decision, explains Ms. Horowitz: “Businesses with talent from diverse backgrounds provide different perspectives, come up with better ideas and the decision-making around the table simply changes. It’s just common sense that if you fail to tap into a significant portion of your talent pool,

Horowitz believes that great leaders have to nurture the very best talent. She advocates for diversity because this type of change has a clear strategic and financial benefit for corporations

whether gender or otherwise, you will not get the full benefit of the talent and resources in your business.”³

Horowitz notes that board evaluation and board succession planning processes will help level the playing field in the boardroom: “If talent is at the top of the agenda, organizations are more likely to understand the importance of fostering diverse talent. In addition, change happens when CEOs understand that undervaluing the potential of a huge portion of the candidate pool is a poor business decision. Once a CEO is galvanized to tap into the entire potential pool, then change happens.”

In looking at leadership issues today and the importance of driving business results, Ms. Horowitz commented that in today’s market place having a global perspective is an essential component: “Emerging leaders today, if they are really shooting to have a career at the CEO level, should be able to think more globally and appreciate where growth and opportunities lie.”⁴

While Ms. Horowitz is highly appreciative of the role of mentors who supported her through her career by their willingness to share their expertise with her and who contributed to her success, she also credits that one of the most positive influences in her life has been her mother: “I remain in awe of her and how she empowered me from an early age. Not only did she do a wonderful job raising me and my

sister, but she had the right balance of self-confidence and humility and gave me the confidence that I could achieve anything I set my mind to.”

Understanding that there are things that you can do to help yourself and that there are things that will ‘just happen’ and you simply can’t predict every event in your life, Ms Horowitz counsels: “Surround yourself with positive people. You will know if you are in the right environment if the people you have around you fuel your passion and give you energy, rather than deplete it. Have a sense of humor, take your work seriously and yourself less seriously. No matter how busy you are building your career, your family, or both, make sure that you aren’t too busy to find that balance and enjoy life right now. Make sure you are living in and enjoying the present.”⁵

And as you take this journey through personal and professional growth, Ms. Horowitz advises: “It is important to know who you are, so when plans change or you are faced with an unexpected situation, you can step in and feel prepared.” For Ms. Horowitz, defining what success means to “you” is important in order to know who you are and understand your life priorities.

She exudes calm self-confidence and style, and is much admired for her business acumen and her leadership finesse. A highly respected executive, Beth Horowitz is someone you want to have on your team. ■



Beth Horowitz with Pat Munson

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awareness of the vast opportunities in all sectors; ensuring organizations recognize and benefit from women's diverse and untapped talents.

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www.womenofinfluence.ca/theawards

Recognizes Canadian women entrepreneurs whose successful businesses and achievements contribute to Canadian and global economies and their own communities.

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The Deloitte Start-Up Award for women in business between 3-5 years.

The HUB HKMB Impact Award for entrepreneur's impact on local economy.

The RBC Momentum Award for the entrepreneur who has successfully overcome obstacles and delivered 10% or more growth, year-over-year, for more than three years.

TPH Sustainability Award for incorporating environmental-conscious initiatives into their own corporation's everyday operations, and/or by providing solution for their customers to decrease their own carbon footprint.

Telus Trailblazer Award for recognizing

a new market, product, technological advancement or opportunity and demonstrating outstanding leadership in her company.

PROFIT Award for Excellence in Entrepreneurship for launching and building one or more successful companies with a track record of growth and profitability.

WOMEN IN CAPITAL MARKETS (WCM)

www.bmocm.com/aboutus/community/equitythrougheducation/wcm/

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In 2013 RBC Capital markets and Scotiabank Global Banking and Markets joined BMO in supporting

this program and award. Grants up to 5 awards to selected candidates:

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- One year WCM membership

WOMEN OF INFLUENCE

www.womenofinfluence.ca

Ranks the Top 25 Women of Influence celebrating the achievements of the most influential Canadian women in business, health, non-government organizations, professional services and the public sector over the course of the previous year.

WOMEN SHAPING BUSINESS AWARD (WSB)

www.randstad.ca/womenshapingbusiness/women-shaping-business-award.aspx

Randstad Canada and Women Shaping Business Award recognizing women leaders who are impacting their organizations and their communities. Canadians can nominate by sharing stories of female leaders they admire at www.womenshapingbusiness.com.

WOMEN'S BUSINESS AWARD PROGRAMS

HSBC WOMEN IN BUSINESS LEADERSHIP AWARDS 2011-2016

www.hsbc.ca/1/PA_ES_Content_Mgmt/content/canada4/pdfs/personal/news-room/2012/women-in-business-leadership-awards-1mar12-en.pdf

HSBC Bank Canada has established the HSBC Women in Business Leadership Awards at eight universities across Canada including Queen's University, University of Toronto, University of Western Ontario, and York University. Each school will receive an \$80,000 donation from HSBC Bank Canada to fund the

Awards over a five year period. The Awards will be granted to four female students from each university over a five year period based on academic achievement and leadership potential.

HSBC BANK CANADA AND ENACTUS CANADA-WOMAN LEADER OF TOMORROW

www.enactus.ca

Enactus Canada is a community of student, academic and business leaders creating and implementing empowerment projects and business

ventures in communities across Canada. The award celebrates female Enactus students who exemplify success and inspire their peers, community and country through entrepreneurial leadership.

NORTHERN LIGHTS AWARD FOUNDATION

www.northernlightsaward.ca/

The Northern Lights Award Foundation recognizes outstanding women in aviation and aerospace to inspire and encourage increased participation in these industries by heightening their visibility as role models; promoting

WOMEN'S NETWORK OPPORTUNITIES

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www.catalyst.org/regions/canada

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Addresses issues of breaking barriers; women in senior management; women in leadership.

ENTREPRENEURIAL WINNING WOMEN

[www.ey.com/CA/en/Services/](http://www.ey.com/CA/en/Services/Entrepreneurial-Services/Entrepreneurial-Winning-Women-About-the-program)

Entrepreneurial-Services/Entrepreneurial-Winning-Women-About-the-program The Earnest Young Entrepreneurial Women Program is an annual competition and executive leadership program that identifies a select group of high potential women entrepreneurs whose ▶

*"I've always believed that one woman's success can only help another woman's success."
— Gloria Vanderbilt*

businesses show real potential to scale and then help them do it.

FORUM FOR WOMEN ENTREPRENEURS

www.fwe.ca
Support and mentoring women who are venturing into new business opportunities or are growing existing businesses. Offers start-up advice and tips through a network of leaders and advisors, and business professionals who share their expertise. Host events throughout the year.

HSBC MENTOR PROGRAM

www.fwe.ca/programs/hsbc-mentor-program/
Forum for Women Entrepreneurs FWE Encourages women entrepreneurs to push their business to the next level by teaming them up with business professionals.

THE JUDY PROJECT, ROTMAN SCHOOL OF MANAGEMENT

Inspired by the Late Judy Elder, a Microsoft Canada executive who urged women to be proud of their ambition, to reject barriers and to make “stuff” happen. To strengthen organizations by advancing more women into executive leadership and CEO positions.

ORGANIZATION OF WOMEN IN INTERNATIONAL TRADE

www.owit-toronto.ca
Nonprofit designed to promote women doing business internationally by providing networking opportunities; members include women entrepreneurs, service providers and business women involved in international trade.

PROFESSIONAL WOMEN’S NETWORK

www.pwncanada.ca
Canadian based non profit working to connect women with one another and with key male business contacts. Refer business to one another where appropriate. Develop and leverage strong business relationships



with other women and with men. Increase profile and profitability. Contribute to the success of other business women.

WCM RETURN TO BAY STREET CONFERENCE, EDUCATION, MOTIVATION AND NETWORKING OPPORTUNITY

Hosted by BMO Capital Markets with National Bank Financial Markets, RBC Capital Markets and Scotiabank, the inaugural event took place June 25, 2013. Key note speakers included Mary Vitug, Managing Director, Equity Capital Markets, Scotiabank, Global Banking and Markets, and Syliva Apostolidis, Senior Director and Consultant for Catalyst

WECONNECTCANADA

www.weconnectcanada.org
Non-profit organization that certifies firms that are at least 51% owned, managed and controlled by women and introduces them to opportunities with corporations. Provides education, training, coaching and mentoring programs to help women

business owners bid successfully on large procurement opportunities.

WOMEN’S EXECUTIVE NETWORK WXN

www.wxnetwork.com
Dedicated to advancement and recognition of women in management, executive, professional and board roles and increasing the diversity of Canada’s corporate boards. Mentoring programs include peer mentoring group to enhance leadership skills, and share business strategies; Top 100 mentoring program matches high-performing women with mentors on Canada’s Top Most Powerful Women Award Winners; and Wisdom Transitions Mentoring gives advice on retirement.

WOMEN OF INFLUENCE

Women of Influence Luncheon Series; Women of Influence Magazine www.womenofinfluence.ca
Magazine dedicated to the advancement of professional women. In partnership with Knightsbridge, Women of Influence Advancement Centre is offering programs of 3, 8 or 12 month modules to “Elevate Your Influence” as a business leader in Ottawa, starting January 2014. ■



BY APRIL LAUFER

Ashoka is an a-political organization that is part of a growing international discourse about effecting social change. It develops strategic partnerships with leading global companies and organizations to support social entrepreneurs and help them achieve their goals.

Ashoka was the name of an Indian emperor in the 3rd century BCE who pioneered innovation in both economic development and social welfare. The name Ashoka also means “without sorrow”. Working to create a world “without sorrow”— where there are creative and innovative solutions to

social problems — is a movement that has spread across the globe.

David Bornstein’s 2007 book about Ashoka, *How to Change the World, Social Entrepreneurs and the Power of New Ideas*, is a testament to the power of an individual to effect change in his or her community. Bornstein’s introduction starts with Bill Drayton, CEO and Founder of Ashoka, a graduate of Yale Law and long-time participant in civil rights work. Drayton’s idea was to seek out and help the best new social entrepreneurs to become change-makers. In 1980 when Ashoka began, the idea of social entrepreneurship ▶

“All it takes to change the world is a person who recognizes a problem and finds a solution.”ⁱ



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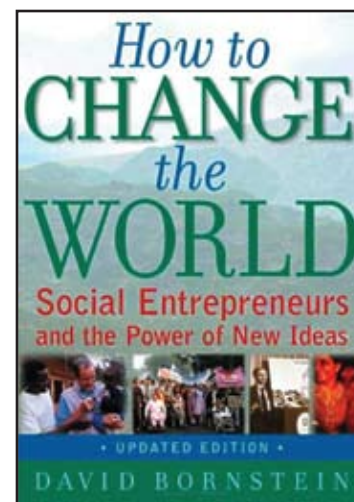
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was a new paradigm model for social change. Ashoka adapts business venture capital methods to find and launch the best new social entrepreneurs and their ideas. It gives these individuals: recognition, financial support, and a network of partners. "Supporting big pattern change ideas that are in the hands of committed social entrepreneurs is a combination that moves the world," explained Drayton.ⁱⁱ

The idea that there is room for change is hardly earth shattering. But for anyone who has worked in the area of social activism change often seems elusive. Ideas often come around again and again without actually having a clear resolution. Ashoka Fellows have demonstrated not only their passion and commitment, but their solutions have proven to be both transformative and pragmatic. "Sixty per of those it selects change national policy within five years."ⁱⁱⁱ

The organization has attracted the attention of corporate and business partners as well. Innovation is a key factor in Ashoka's approach. Finding new solutions to economic and social problems is important to overall global health. For its business partners, Ashoka is more than just an opportunity to partner with grassroots entrepreneurs. The selection process for Ashoka Fellows is extensive where people are evaluated in terms of their work in their respective fields and the impact their work has had on a particular problem.



WILLINGNESS TO SELF-CORRECT:
attachment to a goal rather than to a particular approach

WILLINGNESS TO SHARE CREDIT:
willingness to share the credit means more people will want to help

WILLINGNESS TO BREAK FREE OF ESTABLISHED STRUCTURES:
redirecting existing organizations

6 QUALITIES OF SUCCESSFUL SOCIAL ENTREPRENEURS

WILLINGNESS TO CROSS DISCIPLINARY BOUNDARIES:
independence from established structures

STRONG ETHICAL IMPETUS:
"to dream with a new world in mind."

WILLINGNESS TO WORK QUIETLY:
influencing people in small groups or one on one

David Bornstein, How to Change the World, ch. 18

Ashoka talks about systemic social change and uses such words as visionary and innovation. And its vision of individual change-makers is reverberating with individuals around the globe. Today, Ashoka is present in more than 80 countries and there are more than 3,000 Fellows.

It was reading Bornstein's book that persuaded Nir Tsuk that he wanted to be a part of the Ashoka movement. In 2005, with a Ph.D. on issues of social cohesion and solidarity, Tsuk went to work for Ashoka. Four years later, Director of the Ashoka Global Fellowship program in the U.S., Tsuk was once again inspired by yet another book: Dan Senor's Start-up Nation, The Story of Israel's Economic Miracle that described Israel's leading role in technological and business innovation. Tsuk believed that just as Israeli innovations were changing the world, Israel could also be a leader in social change.

Mr. Tsuk brought Ashoka to Israel and became the Managing Director.

With its sense of social justice and conscience it is not surprising that Ashoka has resonated in Israel. Its mission echoes the Jewish belief in "Tikkun Olam," repairing the world and the Muslim principle of Zakat, charity. Dealing with challenges, also resonates in Israeli society whether it is reconciling different viewpoints or simply creating new approaches: "The resourcefulness and resilience that has characterized modern Israel's way of dealing with its challenges are among the most important cornerstones of the entrepreneurial attitude."^{iv}

Nir Tsuk spells out the importance of bringing Ashoka to his home of Israel: "The country still faces multiple challenges—political and religious tensions; issues of minority rights and exclusion; social and economic inequalities; and inadequate environmental protection—which require more than good will and work. They need system-changing ideas led by people who can implement them and inspire others to act."^v

Ashoka is more than just a movement says Mr. Tsuk: "It is a lens through which you see the world—a world in which more people can take part in solving problems."^{vi} ■



Dr. Nir Tsuk, Managing Director, Ashoka Israel

Sources:
Ashoka: www.youtube.com/watch?v=RfY9rRsWqE; ii, ii Ashoka: www.youtube.com/watch?v=DtTSJE047g; iv <http://israel.ashoka.org/en/about-ashoka-israel>; v, vi Skype interview with Tsuk, February 19, 2014



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ENVIRONMENT,
HEALTH, HUMAN
RIGHTS, AND
LEARNING/
EDUCATION.
www.ashoka.org/fellows

Two of Israel's Ashoka Fellows are Abbass Abbass and Shai Reshef. Mr. Abbass is working on creating a better environment for Arab persons with disabilities and has created the first self-help organization for blind and visually impaired Arab persons in Israel. Mr. Reshef has created the first free on-line university to ensure universal access to higher education. The University of the People (UofPeople) has received accreditation from the Distance and Education Training Council in the U.S.

With permission from Ashoka: Innovators for the Public, Ashoka Global www.ashoka.org



ABBASS ABBASS

Civic Engagement

Sectors: *Disabilities, Equality/Rights*

Target Population: *Disabled (Physical/Mental)*

AlManarah, Israel, Europe

Abbass seeks to change the way Arab society in Israel, and further afield, views and integrates those with visual and other disabilities, and seeks to turn exclusion into inclusion.

INTRODUCTION

The image of a lighthouse is a powerful one: It connotes safety, illumination, hope, and knowledge. For the blind and visually impaired Arab inhabitants of Israel—a marginalized community within a marginalized community—AlManarah (Lighthouse), a first-of-its-kind self-help organization in the Arab society in Israel, founded in 2005 by advocate Abbass Abbass, provides both hope and guidance, a sense of community and a path for personal and social transformation. Abbass seeks to change the way Arab society in Israel, and further afield, views and integrates those with visual and other disabilities, and seeks to turn exclusion into inclusion.

THE NEW IDEA

Justice and equality, dignity and empowerment—these are not new ideas. Unfortunately, in many places and for many people, they remain just that: Dreams that have yet to take root and be realized. For the blind and visually impaired Arab inhabitants of Israel, a very new idea would be to take the dream of universal rights and marry it to an actionable plan for social justice. Arabs in Israel are already at a cultural and political disadvantage, a minority (approximately 20 percent) in a country at war with some of its surrounding Arab nations—and the Arab blind must contend with the additional burdens of ancient stigmas and modern ignorance. Abbass seeks to challenge stereotypes and to build capacity through advocacy, education, and empowerment. Through a set of comprehensive programs, Abbass is creating the first self-help organization for people with disabilities in Israeli Arab society; providing a bridge between various elements within Arab

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society, Arab and Jewish communities in Israel, and creating a model for Israel and, indeed, for other Arab countries.

Abbass' concept for AlManarah is unique in its dialectic approach to the rights of the blind, in particular, and to disability rights in general. Although his focus is currently on the Arab blind of Israel, Abbass is committed to revolutionizing disability rights and social inclusion throughout the Arab World. He aims to transform both social perceptions and self-perceptions of the Arab blind; his organization fosters systemic social change through projects aimed at inclusion, integration and access, as well as self-change through therapy, community-building, and professional training. AlManarah utilizes two types of dialogue to achieve this goal. The first is intra-group dialogue—connection and collaboration within the Arab blind community of Israel. Integral to Abbass' innovation is the idea of the blind helping each other. To do so, for instance,

he has initiated the first Arabic Braille library in Israel, created an audio CD that informs the blind of their rights (i.e. now being adopted and distributed by the Israeli social security), and built a community center where blind Israeli Arabs can go for support, training, socializing, and employment advice.

The second kind of dialogue AlManarah facilitates is inter-group dialogue, integrating the blind into the larger Israeli Arab community through school and family outreach, leadership programs, parent and caregiver involvement, and supporting advocacy through the court system, and public education through the media. As part of this effort, Abbass is trying to encourage use of the term "persons with extra abilities" instead of "people with disabilities" or "disabled persons." "We called our association 'The Lighthouse' because we think that we should light the path. Not the path of the blind, but the path for society as a whole. Our society is blind. It fails to see the blind," Abbass told the Israeli newspaper Ha'aretz.

Abbass is the first person to have combined both self-help and societal change to assist the disabled Arabs in Israel. The innovation lies also in the approach and strategy: A rights-based approach for the empowerment of the individual, family and community, and action within society. www.ashoka.org/fellow/abbass-abbass



SHAI RESHEF

Learning/Education

Sectors: Higher Education

Target Population: Students, Underserved Communities

University of the People, Israel, Global

Shai Reshef is the founder and president of the University of the People, the world's first tuition-free global online ▶

academic institution dedicated to the democratization of higher education.

INTRODUCTION

Shai Reshef is the founder and president of the University of the People, the world’s first tuition-free global online academic institution dedicated to the democratization of higher education. The institution was specifically created to serve poor, remote and disadvantaged populations. Shai introduced many innovations in setting up the project—including the use of internet technology, peer-to-peer teaching methods, and a diverse network of students and volunteer faculty-to transform higher education from the privilege of “an elite” to a right of the disadvantaged in all parts of the world.

THE NEW IDEA

The Internet’s great potential lies in its connectivity, and its ability to shrink the world, and to deliver goods, services, and information globally and nearly instantaneously. With increasing scale and spread has come a decreasing cost for Internet and wireless technologies. Shai took note of the Internet’s growing reach and its relative affordability. Then, using his own academic and professional experiences as grist, he strung together a series of known but—together—revolutionary ideas to create his most daring, large-scale, and above all, practical, innovation yet: The world’s first free online university.

Shai’s University of the People (UoPeople) draws on a number of recent trends in e-learning and e-commerce and links them in a way not previously considered. The university is built around three pillars: **1.** access to education as a human right **2.** the freedom of information **3.** the natural willingness of people to help one another. The first pillar is made clear in the university’s mission statement: “Our fundamental belief is that all people, worldwide, should have the opportunity to change their lives and contribute to their communities, as well as understanding that the path to societal and individual prosperity is through education.” The second pillar is



“The world’s first tuition-free global online academic institution dedicated to the democratization of higher education.”

manifested within the university through the use of open source software and other non-copyright materials such as curricula and lectures, while the third pillar is seen in the university’s extensive use of professionals as volunteer teachers, best-practice peer-learning procedures, and current social networking systems.

Although the key ideas are not original in themselves, the combination of tuition-free university, education online, and peer-to-peer engagement is original. It took both resourcefulness and courage to create this platform for providing tuition free educational services to people who could probably not access it otherwise. Shai connects those with a surplus of time and expertise to those with a dearth of educational opportunity and access to universities, and he does so via a sophisticated yet simple-to-use platform and on a global scale. The Open University is probably the most familiar long-standing model of distance mass learning which

popularized higher education, which comes to mind when discussing the popularization and mass-dissemination of academia and academic knowledge. Yet despite its success in the West, and after more than fifty years of existence, its disadvantages are obvious: Not enough such universities were established in the developing countries, where such models are needed the most; these universities offer limited online possibilities; and, of course, enrolment in academic studies with them requires tuition fees.

Just like Ashoka Fellow Monica Vasconez of Ecuador, who created a virtual high school—an important and practical idea that is quite likely to spread well across the Andean region and the Spanish-speaking world—Shai’s tuition free virtual university, which is now run in English, could well become a global and multilingual solution for a growing and pressing international need. www.ashoka.org/fellow/shai-reshef ■

STARTING YOUR OWN BUSINESS FINANCING & RESOURCES

THE CANADIAN YOUTH BUSINESS FOUNDATION

(CYBF) www.cybf.ca/programs/

The Canadian Youth Business Foundation (CYBF) supports entrepreneurs throughout every stage of their businesses by providing expertise, financing, mentoring and business resources.

CYBF PROGRAMS

Start up Program

Young entrepreneurs, ages 18 – 39; Start-up resources for perfecting business plan; Mentoring with individual in your community; Financing up to \$45,000; Expertise and Resources that provide you with support and guidance.

Spin Master Innovation Fund

Financing, mentoring; Up to \$50,000 start-up financing provided by CYBF and The Business Development Bank of Canada (BDC); Hand-matched mentor; Access to key business leaders for expert advice; Attendance at two-day Innovation Launch Pad Workshop.

Expansion Program

Eligibility: businesses that have been operating for 36-60 months and which had received financing and support from CYBF in early stages; Up to \$10,000 in additional financing from CYBF; Eligible businesses could receive up to \$30,000 from BDC in expansion funding.

ADDITIONAL PROGRAMS

Newcomer Program

Start up resources, Mentoring, Financing, Expertise and Resources.

CYBF moMENTum program

Advice from a business mentor.

The Prince’s Operation Entrepreneur

Canadian Forces to small business transition program. Start up resources, Mentoring, Financing, Expertise and Resources.

BDC (BUSINESS DEVELOPMENT BANK OF CANADA) VENTURE CAPITAL:

www.bdc.ca

- Exclusively dedicated to entrepreneurs.
- Helps create and develop Canadian businesses through financing, venture capital and consulting services.
- Focuses on small and medium-sized enterprises (SMEs).
- Subordinate financing (hybrid debt and equity financing).
- Venture capital (direct and indirect investments in high technology companies).

Flexible Financing

Long-term loans for projects and working capital; Flexible financing solutions; Technology financing loan up to \$50,000; Commercial financing including purchase of commercial real estate, equipment, business buyout, expansion. ■

Canada ISRAEL Chamber of Commerce

Increasing investment and trade between Canada and Israel.

The Canada-Israel Chamber of Commerce promotes Canada-Israel economic relations by bringing together individuals and businesses from a variety of fields such as Real Estate, Development and Pharmaceuticals, all committed to enhancing business ties between Canada and Israel.

Since 1997, the Canada-Israel Free Trade Agreement has been a significant factor in increasing bilateral trade between the two countries; in that time, trade has more than doubled from \$507M to \$1.4B. The organization’s databases allow Israeli and Canadian businesses to identify and approach each other regarding investment or trade, and the Canada-Israel Chamber of Commerce frequently organizes business delegations to Israel.

The Canada-Israel Chamber of Commerce convenes regularly to stay current with the Israeli market and scout potential opportunities with Israeli companies and businesses. Corporate events and private CEO meetings are held in order to acquaint businesses with the Israeli market. ■

For more information, visit: canadaisraelchamber.com



\$150

PEBBLE SMARTWATCH

Although it made my list last year, smartwatches continue to steal the show and leading the pack is the Pebble smartwatch. The big change this year is a steel band, remaking it from something your teenage son or daughter might wear to an elegant accessory, it is a must have for anyone who ever dreamed of being James Bond. Compatible with some smartphones, the Pebble will sync with your phone's GPS, Pandora, Foursquare, and provides text and e-mail notifications.



\$69.95

HYPERJUICE

Despite stronger and stronger devices and gadgets coming out, there still isn't a device that has unlimited battery life. There are, however, charging packs. These packs are becoming more and more popular and even a necessity for anyone who spends time travelling. HyperJuice offers just such a device and is considered to be a top market brand. Their devices can keep anything from your cell phone to your laptop charged for several additional hours.

\$45+



NUEVUE ANTIMICROBIAL IPHONE/IPAD CASE

Traveling in today's world means coming in contact with a lot of different germs. It also means the same for your electronics. The new NueVue case for iPhones and iPads and iPad minis looks to fix that issue. It's an antimicrobial case that cleans and kills 80% of bacteria within 15 minutes of placing your phone in the case and after 2 hours it is completely germ-free.

INSPECTOR GADGET

CES LAS VEGAS
THE CONSUMER ELECTRONICS SHOW

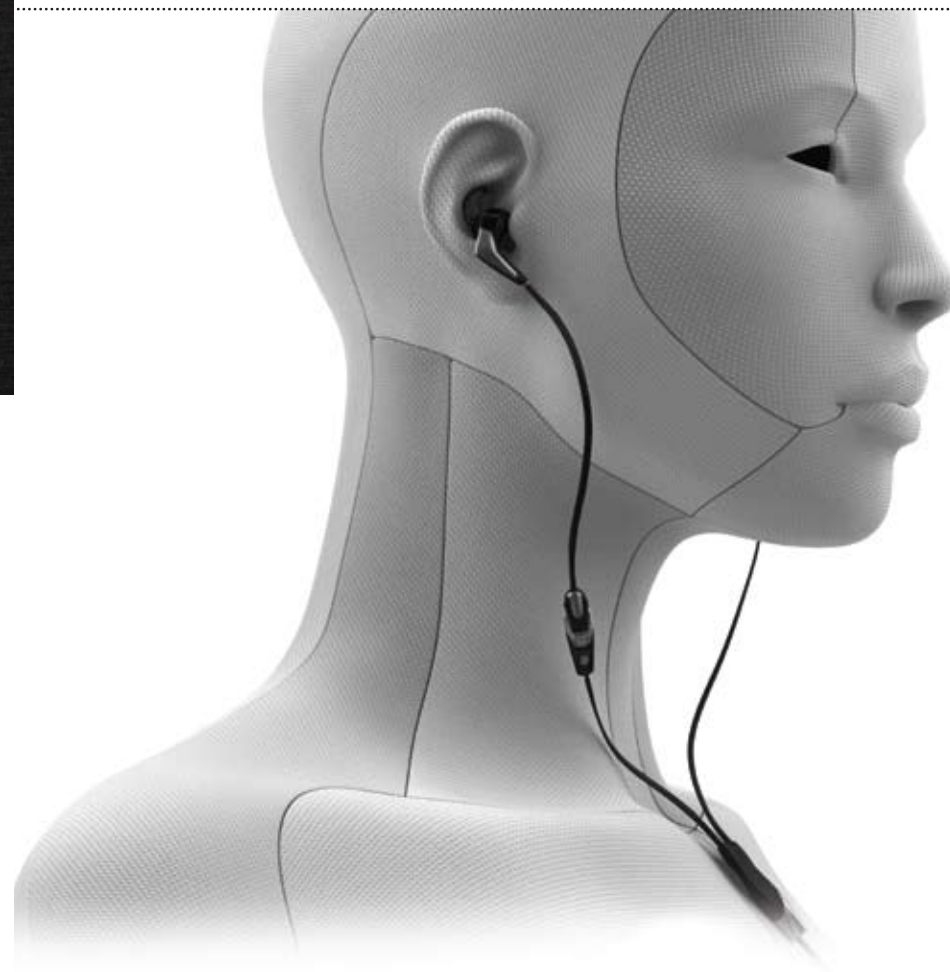
New products for 2014 | By Avi Shour



\$65

AERO-TRAY

It is being considered one of the biggest travel buddies coming out of CES. While not technologically as advanced as other items on the list, by providing a work area for all your gadgets, it is worthy of a spot on this list. The Aero-Tray is a simple tray that fits on most airplanes or train tray tables. It doubles your space allowing a place to eat and work at the same time. For anyone who travels, juggling your coffee and your laptop in the same space, this is a big assist.



INTEL SMART EARBUDS

You wouldn't think headphones could offer much more than they currently do; there are noise-cancelling headphones, headphones that go right into your ear, headphones that control your phone or music player. But what about one that can control your music according to your heart beat? That is what Intel sets out to create with their smart buds: working with an app on your phone, these ear buds can keep track of your distance and how many calories you burn but they will also select music to match your heart rate. This gives new meaning to finding that perfect workout song.

PRICE TO BE RELEASED. ▶

**\$200-
\$300**



EYELOCK'S MYRIS IRIS SCANNER

Don't trust fingerprint scanning? What about retina scanning? EyeLock's Myris is a mouse-size device that plugs into your USB port. The dongle can scan your eye and create unique encrypted code. Use it to unlock websites or other password-protected services. No longer do you have to keep track of multiple passwords, just keep your scanner handy and it can do the rest.

\$99



PANASONIC SC-NT10 PORTABLE SPEAKER

Portable speakers are a growing field, from the small and colorful to the big and loud. But the Panasonic SC-NT10 Portable Outdoor Speaker stood out this year. Built to take on a variety of conditions from all types of weather as well as being dust and shock proof and water resistance, it is a great travel companion. It will let you take music with you to share or make that really great presentation.

\$89



AIRTIME

Perfect for sharing that project or PowerPoint presentation across multiple screens, Airtame lets everyone in the office see exactly what is going on and provides an excellent way of tutoring them on how to use new software. Airtame is a PC screen-mirroring working off WiFi; it is super easy to set up and is available for Linux, Windows and OS X.

\$699



THE XPERIA Z1 COMPACT

No list would be complete without talking about at least one cellphone. While there are a lot of cellphones on the market and you can probably find one to meet your exact taste. The Xperia Z1 Compact was among one of the highlights from this year's selection. With tech inside to rival most phones on the market, it's got a 4.3" display, quad-core processor, 720p display, and a 20.7-megapixel camera. ■

Avi Shour is an avid electronics/gadget consumer.

* Please note prices may be subject to change.

Consumer Electronics Show (CES), is an internationally renowned electronics and technology trade show, attracting major companies and industry professionals worldwide. The annual show is held each January at the Las Vegas Convention Center in Las Vegas, Nevada, United States. Not open to the public, the Consumer Electronics Association-sponsored show typically hosts previews of products and new product announcements.



\$100

RAZER NABU

Over the last year, wearable health gadgets have really exploded onto the market. CES introduced a number of new devices--including the Razer Nabu. The Razer Nabu is compatible with a smartwatch and/or smartphone and will track your fitness: distance travelled and calories burnt. It can also receive notifications for text messages, e-mails, incoming calls and social networking updates. Adopting the fitness achievement system that many consoles have, you'll earn points for living healthy and still be able to stay in touch.

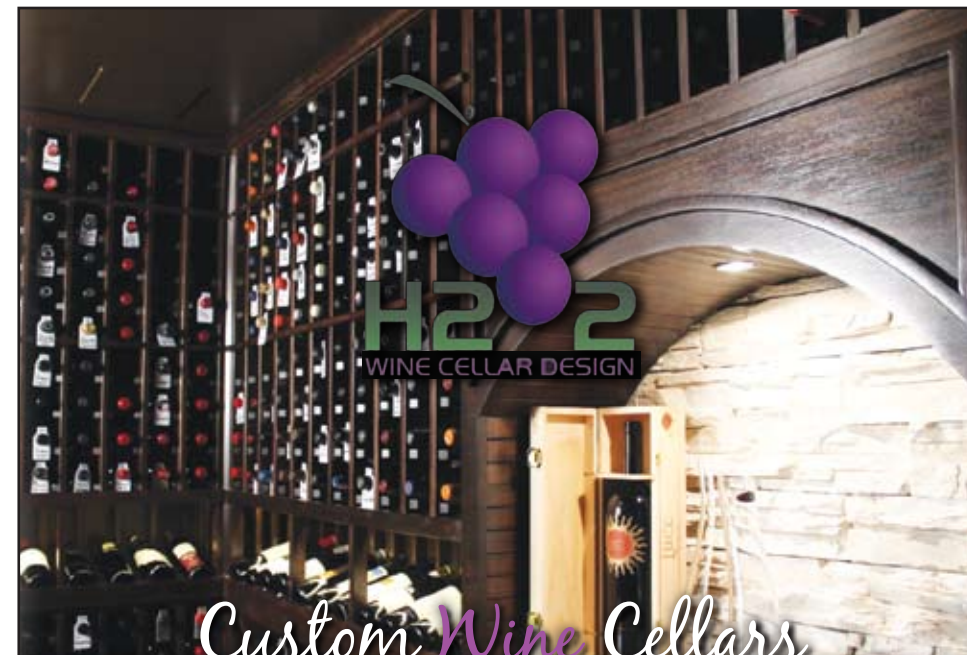
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GETTING THE GREEN LIGHT

RESPONSIBLE BUSINESS AND ELECTRONICS

“END-OF-LIFE” ELECTRONICS

New technologies in electronic products appear in the marketplace at an incredibly fast pace. But with each new innovation, previously-owned electronic devices are quickly discarded -- not because they no longer work but rather because they have become obsolete.

It is no surprise that today's electronic items have become a very significant part of the “waste stream” and that businesses generate 2/3 of all electronic waste.

ONTARIO'S ELECTRONIC WASTE MANAGEMENT PROGRAM

With the increasing use of electronics in both businesses and homes, it has become evident that there is a need to have a more comprehensive plan to deal with the amount of e-waste.

Recycling has been a part of the Ontario landscape since 2002 when the Waste Diversion Act was passed. In 2004 electronic waste was included as part of the waste diversion mandate and in 2008 the Waste Electrical and Electronic Equipment Program Plan was signed into law.

Since 2009 the Ontario Electronic Stewardship (OES), a non-profit organization governed by the electronic industry, has been responsible for operating “end-to-end” services. The program includes the collection, transportation, warehousing and processing of electronic waste.

COVERING THE COST OF ELECTRONIC WASTE

Manufacturers (“brand owners”), first importers, and/or producers of designated electronic equipment (“stewards”) are required to pay fees to OES to cover the full costs of the electronic waste diversion program.

Environmental Handling Fees (EHF), which cover the cost of recycling or refurbishing these products, are paid with the purchase of all new electronics. The fees vary from product to product depending on size, weight and recyclable components. ▶



THE OES MANDATE INCLUDES:

- 🔊 Safe, responsible and environmentally appropriate handling of out-of-use electronics.
- 🔊 Reducing waste throughout the life-cycle of electronic and electrical products.
- 🔊 Improving product reusability and/or ease of recycling.
- 🔊 Minimizing environmental and human health impacts throughout the product life-cycle, from design to ‘end-of-life’ management.
- 🔊 Specifically targeting the diversion of toxic materials (lead, mercury and other metals) from landfills.
- 🔊 Research and education about electronic (e-)waste
 - Electronics do not belong in the garbage.
 - Electronic s contains base and other metals which can be toxic.
 - Some materials, such as plastic and glass, can be safely processed and reclaimed for other uses such as the manufacture of new products.**

ONTARIO ELECTRONIC STEWARDSHIP AND THE 4 R'S – REDUCE / REUSE / RECYCLE / REFURBISH

There is no charge for items dropped off at OES approved collection sites which include permanent collection sites and special one-time and/or short term collection events. Since the program began, more than 200,000 tonnes of electronic waste have been collected.

Some of the products that can be recycled through OES include: micro/mini/laptop computers; tablets; monitors; modems; computer keyboards; flatbed scanners; computer mice; copiers; and fax machines*

In order to protect your business:

- 🔊 Clear all company information from computers, cell phones and electronics prior to collection/ drop-off/donation
- 🔊 Wipe hard drives
- 🔊 Clear SIM cards

TERMINOLOGY (ONTARIO'S WEEE PROGRAM PLAN)

Downcycling: Materials such as steel, aluminum, copper, glass and plastic that may be recycled from discarded electronics and used in new products that are less complicated or lower in quality or price.

E-waste (Electronic Waste):

Discarded, surplus, obsolete or broken electronic devices as well as technologies that are no longer sold to consumers.

ERS (Electronics Recycling Standard): A national industry standard for protection of the environment, and compliance in the electronic Recycling Program.

End of Life Management: Recycling or environmentally-responsible disposal of products, ensuring safety and environmental standards are met.

Environmental Handling Fee (EHF): The fee charged on the sale and distribution of all new electronic products regulated in Ontario. Paid at the time of purchase, the fee reflects the actual program cost to collect, transport and responsibly recycle each electronic category the end of its useful life. The EHF is not a tax, nor is it a refundable deposit.

OES Incentives: For Service Providers in the OES program, the Collection Site Incentive Program is a weight-based financial incentive for designated materials.

Recycling: Minimizing waste by collecting materials for refurbishment and reuse, and ensuring environmentally responsible disposal of materials.

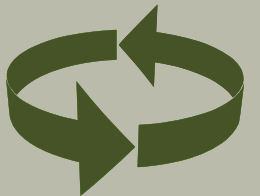
WEEE: Waste Electrical and Electronic Equipment refers to a device that requires an electric current to operate and that is waste. ■

For complete information see:
*www.recycleyourelectronics.ca/
** www.ontarioelectronicstewardship.ca

THE FOUR R'S



REDUCE



REUSE



RECYCLE



REFURBISH

TO BUY OR SELL FIRST, WHAT IS BEST?

BY LOUISA BAUMANDER

We all need a roof over our heads. If the down payment and the qualifications to borrow are in place, it makes little sense to rent rather than purchase:

- The variable interest rate (spring 2014) is 2.45% and is not expected to rise this year.

- An average amount for a first time home buyer to borrow might be \$350,000 with a 10% down payment. This gives a total to spend of \$385,000. Depending on the location, this would be enough to purchase a one bedroom, one bedroom plus den in the central core.

- The monthly payment for borrowing \$350,000 is \$1,559.00 per month of which \$710.000 goes to the lender; \$848.000 goes towards the principal...money in your pocket for when you come to sell.

- Renting a one bedroom apartment in a decent area of Toronto is going to cost \$1500 at least, and all of that goes towards helping the landlord pay down his mortgage.

So far this year there have been no alarmist real estate related headlines in the Toronto newspapers or magazines. Still, homes in desired locations are in short supply and are priced to entice buyers to enter into the dismaying game of the bidding war. February sales across the GTA amounted to 5,731 and represent + 2.2% over the 5,613 sales recorded last year. The average sale price (across the GTA for all types) was \$553,193, up 8.6% from Feb 2013's price of \$509,396.

As of penning this, my best advice for clients looking to buy in Toronto: buy before you sell. The shortage of listings has driven prices upwards. What your money could buy in 2013 no longer exists. ▶



NEIGHBOURHOOD WATCH HIGH PARK

One of Toronto's much sought-after neighbourhoods is High Park. The neighbourhood is named after the park which is Toronto's largest public park with 161 hectares. The High Park neighbourhood includes Bloor St. West and reaches Annette Street in the north, Runnymede Road in the West and stretches past Keele Street to the railway tracks in the east. At the southern end of the neighborhood some condominium buildings have views of Lake Ontario. The area is popularly known as the Junction because of the railway lines that meet there.

There is a lot of heritage in the neighbourhood, from houses built at the turn of the 20th century to the Runnymede Branch of the Toronto Public Library, which is located in a renovated building that was built in 1930. Many of the homes in High Park date back to the early 1900s with grand Edwardian and Tudor styles. But like most

neighbourhoods, this area too has seen condominium growth; some buildings have views of the park while higher floors may offer views of Lake Ontario.

The neighbourhood includes higher-end mansions as well as semi-detached homes and bungalows. In 2012 the average price for a single detached home in the High Park neighbourhood was \$850,000, compared to the rest of Toronto where house prices were closer to \$500,000.

The Jewish population in the area goes back to the turn of the twentieth century as Eastern European immigrants were arriving in Toronto. The area provided business opportunities because of its location by the railway lines. In 1909 the Jewish community established the Kneseth Israel Synagogue. The synagogue was a central hub for the community. It continued to grow over the next two decades so that by the 1920s the Kneseth Israel counted 200 member families.

"Most members of the community also worked in the Junction in industries like construction and demolition. Many also laboured as artisans, peddlers, shop owners and scrap and metal collectors, while a large number of Jewish residents with a background in carpentry and cabinetry found work at the Heintzman Piano factory, which was located on Keele Street. Several of these cabinet-makers were the same men who carved much of the Synagogue's nterior wooden architectural details." Toronto's First Synagogues, Robert Burley and Ellen Scheinberg.*

Popularly known as the Junction Shul, it is the oldest synagogue in Toronto that is still being used. The synagogue, at the corner of Maria and Shipman Streets, has been designated as an Ontario Heritage site. It holds weddings, bar mitzvahs and High Holiday services.

By the 1950s, following the pattern of other waves of European immigrants, the Jewish population of the area



High Park Zoo



Junction Shul



High Park Loop

started moving further north and east and the Jewish population in the neighborhood became quite small.

With new condominiums going up, the High Park neighborhood remains one of Toronto's hot spots. Its location near Bloor West Village makes the area very appealing, in addition to the convenience of the High Park Subway station with access to the Bloor/Danforth line.

High Park itself includes jogging trails and Grenadier Pond and beautiful gardens including cherry blossom trees. In addition, it has tennis courts and soccer fields and there are hiking trails for families and paths for jogging enthusiasts. And there is the very popular outdoor theatre that holds performances. Last year Shakespeare in High Park drew a total audience of more than 32,000. ■

*(www.ontariojewisharchives.org/exhibits/TorontoSynagogues/synagogues/Israel/history.html)

THE LUXURY HOME MARKET ACROSS CANADA

Definition of "luxury": "something inessential but conducive to pleasure and comfort." Think heated drives and walkways, private salt water pools, showers with 10 or more different shower heads, antique marble fireplaces imported from Italy.

Districts in Toronto with these kinds of homes are Casa Loma, Rosedale, Forest Hill, and Lawrence Park. So far this year, in these areas, 22 homes have sold over \$2,500,000.

Below are figures that were released by Sotheby's International Realty Canada on January 9th, 2014, regarding homes that sold for over \$1,000,000 in 2013. These numbers, while out of date, point towards an upward trend. It is expected that this movement will increase throughout 2014.

Spurred by immigration and foreign investment:

- Calgary saw 722 homes sold over \$1,000,000 in 2013: a growth of 33%.

- Vancouver witnessed the sale of 2,505 homes in 2013 over \$1,000,000: a growth of 19%

- Toronto, where \$1,000,000 these days will barely buy you an un-renovated 3 storey semi in North Riverdale, saw 5,449 homes sell over \$1,000,000: an increase of 13%.

- Montreal, however, actually saw a decline of 8% in this market with just 359 homes selling over \$1,000,000 in 2013. ■

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HOT

OFF THE PRESSES

NOTABLE BUSINESS BOOKS

“You can never get a cup of tea large enough or a book long enough to suit me.”

— C.S. Lewis



Lean In: Women, Work, and the Will to Lead
by Sheryl Sandberg
Chief Operating Officer of Facebook (Knopf, 2013)



Empower Your Presence, How to Build True Wealth with Your Personal Brand and Image
by Catherine Bell
International speaker, educator and President of PRIME Impressions (Knowledge Bureau Newsbooks, 2013)



(Forget a Mentor) Find a Sponsor: The New Way to Fast-Track Your Career
by Sylvia Ann Hewlett
Founding president of the Center for Talent Innovation, a non-profit think tank (Harvard Business Review Press, 2013)



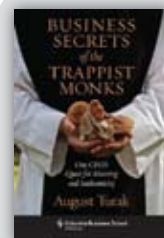
Sometimes You Win Sometimes You Learn
by John C. Maxwell
Founder of EQUIP and the John Maxwell Company, leadership expert and coach (Center Street, 2013)



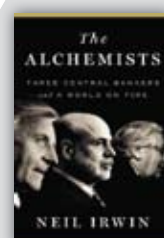
The Zen of Executive Presence: Build your Business Success Through Strategic Image Management
by David A. McKnight
Image consultant, business professional (DAMstyle, 2013)



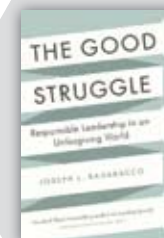
Business Secrets of the Trappist Monks: One CEO's Quest for Meaning and Authenticity
by August Turak
Entrepreneur, corporate executive (Columbia University Press, 2013)



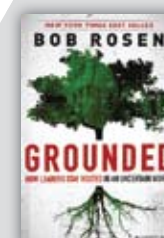
The Alchemists
by Neil Irwin
MBA Columbia University, Economics writer for the Washington Post (Penguin Press, 2013)



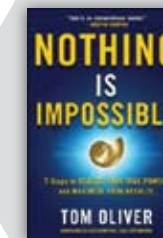
The Good Struggle, Responsible Leadership in an Unforgiving World
by Joseph L. Badaracco
John Shad Professor of Business Ethics, Harvard Business School, Senior Associate Dean, Chair MBA Program (Harvard Business Press Books, 2013)



Grounded: How Leaders Stay Rooted in an Uncertain World
by Bob Rosen
CEO advisor, organizational psychologist, founder of Healthy Companies International (Jossey-Bass, 2013)



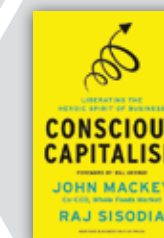
Nothing is Impossible: 7 Steps to Realize Your True Power and Maximize Your Results
by Tom Oliver
Global social entrepreneur (McGraw-Hill, 2013)



Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses
by Gary Shapiro
Head of Consumer Electronics Association (William Morrow, 2013)



Conscious Capitalism, Liberating the Heroic Spirit of Business
by John Mackey
Co-Ceo Whole Foods Market and Raj Sisodia, Prof. of Marketing at Bentley University (Harvard Business Review Press, 2013)



2013 THE NATIONAL BUSINESS BOOK AWARD, CANADA
Plutocrats, The Rise of the New Global Super Rich and the Fall of Everyone Else
by Chrystia Freeland
One-time deputy editor The Globe and Mail, Reuters Global editor (Doubleday Canada, 2012)



2013 FINANCIAL TIMES AND GOLDMAN SACHS BUSINESS BOOK OF THE YEAR AWARD
The Everything Store: Jeff Bezos and the Age of Amazon
by Brad Stone
Senior writer on Bloomberg Businessweek (Little, Brown & Company, 2013)





MAKING SURE YOUR TWITTERS ARE WORTH THE *Tweet!*

Born just 8 years ago in South Park, San Francisco, Twitter has certainly grown up: from the idea of just typing something to send to friends and family, today Twitter is a major player in social media. So there is certainly a lot to celebrate. There are 500 million tweets sent each day and Twitter is worth 5 billion dollars. From its earliest days when you might share what you were doing or feeling, Twitter has certainly evolved—it is a place for new ideas, for sharing news, and for influencing viewpoints.

And everyone, but everyone wants on board. Even the pope has a Twitter account. In this universe of social media it seems that having a Twitter account, in addition to Facebook and LinkedIn, is a business must. Social media has become a marketing tool and businesses are reaching out to customers and clients using every possible means.

According to a February 2014 story in the Globe and Mail Report on Business, 77% of Fortune 500 companies have Twitter accounts. #ohmy. For businesses this is a two-pronged

course of action: a way to share information about their services and a way to gather information about their market customers.

The story of our government's use of social media is an interesting one. It is not surprising that the government has ventured into the Twitter universe—it turns out that Twitter is a useful way of getting their message out there, too. According to a story in the Globe and Mail (February 2014) there are people whose job is to “sanitize each lowly tweet” and departmental policy requires numerous approvals for any tweets that are posted.

You can't blame government, or businesses for that matter, for being a little wary when it comes to social media. They don't want someone posting something that might embarrass or worse still, contradict the last tweet that was twittered.

And while this may seem to undermine the initial impulsive and free-spirited nature that tweeting seems to imply, we have to admit it is better to think



about what you are tweeting rather than be known as the twit who tweeted something you shouldn't have. If tweeting is supposedly about expressing yourself perhaps the bigger question is: should you be expressing yourself?

Tweeting is public. And if you misspell or didn't mean it or make a mistake, it can cost you big time. Remember Justine Sacco, the communications director who tweeted some less than politically correct comments that got her fired while she was still up in the air and en route to a meeting that she would be told not to attend?

If you are putting yourself out there on Facebook, LinkedIn and Twitter, make sure that whatever you say is not something that you are going to be embarrassed about—ever! Besides the marketing aspect to Twitter, companies are also using social networks as a means of recruiting, as well as a way of checking out potential candidates. They look for references to alcohol consumption and even note grammar or spelling errors! So before you tweet, here are some simple rules to follow:

- Don't swear!
- Don't tell secrets!
- Don't repeat rumors!
- Don't be: racist, sexist, homophobic, insensitive to any person, animal or thing!

Now #gotweet!

twitter FAUX PAS

“Going to Africa. Hope I don't get AIDS. Just Kidding. I'm White!”

Justine Sacco - the now-former Communications Director for IAC (a company owned by Barry Diller) fired over a racist tweet she sent before boarding a 12-hour flight from London to Cape Town.

“How do you fire Jo P? #insult #noclass as a hawkeye fan I find it in poor taste”

Ashton Kutcher hands control of Twitter account to management team after being slammed for his unfortunate, uninformed tweet about the firing of Pennsylvania State University football coach Joe Paterno.

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Having worked at the bigger downtown law firms, Jeff Levy, and his partner, Maxim Zavet, four years ago noticed that there was a trend towards clients choosing smaller, efficient, boutique style firms that offered more personable services at much more reasonable rates - which is why they started their own practice. In the beginning there were challenges, such as hiring the right people, and establishing their name in the community. "We are not only responsible for our legal work, we are also responsible for growing the business and servicing our existing client base and reaching out to new ones". Primarily a Real Estate and Business Law firm, they also offer a wide range of legal services including Wills, Estates & Wealth Preservation planning, General and Commercial Litigation, Lending & Mortgages Law, Family Law and Personal Injury, as well as Tax Planning. When

asked what the secret is to their success, Jeff Levy, Managing Partner, said that it all boils down to the clients' experience with their lawyer. "A lawyer needs to be efficient, smart and as accessible as possible. We believe in always keeping our clients informed, as well as in control of their billings and costs."

Jeff Levy is the managing partner at Levy Zavet PC, Lawyers. Mr. Levy is an experienced Ontario-based lawyer practicing primarily in the areas of real estate, mortgages, corporate law, corporate finance, mergers and acquisitions, joint ventures, tax law, commercial finance and estate planning. His primary role is serving as a trusted adviser to businesses of all sizes including corporations and family-owned or private businesses. Mr. Levy has represented companies doing business in many different areas including mortgage investment corporations (MICs), mortgage funds, mortgage brokerages

and administrators, professional corporations, land development, condominiums, software development, construction, intellectual property, trademarks, patents, retailing and distribution, consulting and other professional service fields.

You may see Levy Zavet PC often sponsoring Jewish events and being involved in their committees such as the Jewish National Fund of Toronto. ■



Jeff Levy



Igal Hecht is an Israeli filmmaker who started Chutzpa Productions in 1999. His award-winning films have been described in the media as controversial and thought-provoking. He has been involved in the production of more than 50 documentary films, combined with a slew of television shows for the CBC's Documentary Channel, The BBC Network, OMNITV, CTS, Vision-TV, Court TV, Discovery Canada, Israel's Channel 1, Viva and others. Hecht's documentary films have been featured in numerous film festivals all over the world, including in Canada, Poland, Africa and Israel.

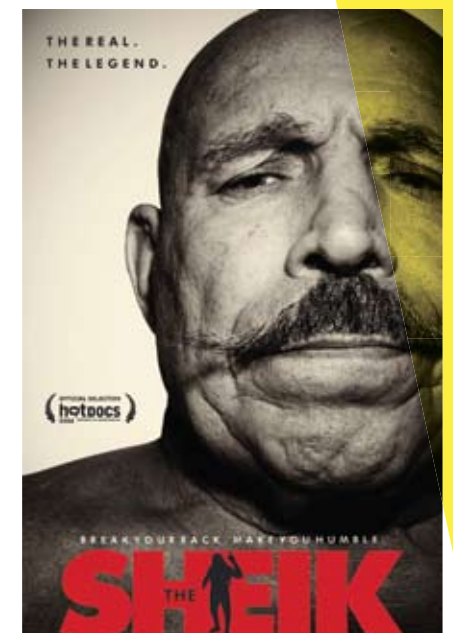
One documentary has been recently gaining traction on television and at film festivals: A Universal Language, which documents the exciting journey of six Canadian comedians, among them comedy icon Mark Breslin, as they explore comedy, identity and history throughout the Holy Land and use the art of comedy to bring laughter to the Middle East.

Presented at April's Hot Docs in Toronto, 2014, Hecht helped produce and direct

the documentary film The Sheik which followed the life of living wrestling legend Hossein Khosrow Ali Vaziri A.K.A. The Iron Sheik. Vaziri established a name for himself in Iran as an amateur wrestler, a bodyguard for the Shah of Iran, and an athlete representing his home country in the 1968 Summer Olympics in Mexico City.

Real-life political issues with Iran made Sheik a marked man. His family was threatened regularly and he was physically assaulted and stabbed. The film chronicles his upbringing in Iran, his journey in America, to his unprecedented experiences as one of America's most hated sports villain. At age 72, The Sheik has embraced an unlikely new career as an outlandish social media sensation; known for hilarious outbursts and massively popular antics. Celebrities Adam Sandler, Mike Tyson, and Jack Black made cameo appearances in the documentary.

As well, Hecht is wrapping up A Woman's Story which took him to Poland, Rwanda and Bangladesh, while exploring ▶



Igal Hecht helped produce and direct the documentary film "The Sheik" which followed the life of living wrestling legend Hossein Khosrow Ali Vaziri A.K.A. The Iron Sheik.

themes of genocide through a woman's perspective. On the similar theme of women, Hecht has also wrapped up a TV series about women in the Bible.

All told, 37-year-old Hecht has made almost 100 television shows and films. And he has several more films slated for next year.

Jewish Review caught up with Hecht during his busy globe-trotting schedule, to talk to him about his recent films.

JR: *What is Universal Language about, and what was the inspiration for it?*

IH: The film looks at, covers, and explores six comedians led by Canadian comedy icon Mark Breslin, as they perform at Holy Land comedy clubs... there, they put on uncensored, offensive shows for everyone including Orthodox Jews, Palestinians, secular Jews, everyone came. It was all about how people react and how people can push boundaries.

The inspiration for the film came in 2009, when the Lefty activists began to boycott Israeli films at the Toronto International Film Festival.

So when Mark Breslin – a great advocate of free speech, who has pushed every kind of envelope – was outraged by that, he asked: “well, if you’re going to boycott Israel, then boycott every country and then you’ll have no countries left whatsoever.”

He was so upset by that, he decided to do something. Initially, he wanted to bring Israeli comedians to Canada. Then after he spoke to the Israeli Embassy, they suggested that he should go to Israel. He said “sure!” I got wind of it, and I asked to make this film about this amazing story.

JR: *Universal Language is still making waves, even though it wrapped over a year ago. Where is it seen now?*

IH: The film festival circuit has loved the film. Surprisingly and ironically,

not so much the Jewish film festivals. I don’t understand why. It’s been in the Santa Barbara International Festival, and it made it into one of the most popular comedy festivals, the Wet Your Pants Festival (in April, in Washington). The most wonderful thing about that was that they never take documentary films. I’m really blown away by that. It was also aired on the Documentary Channel in Canada.

JR: *What’s the big takeaway, the big lesson in Universal Language?*

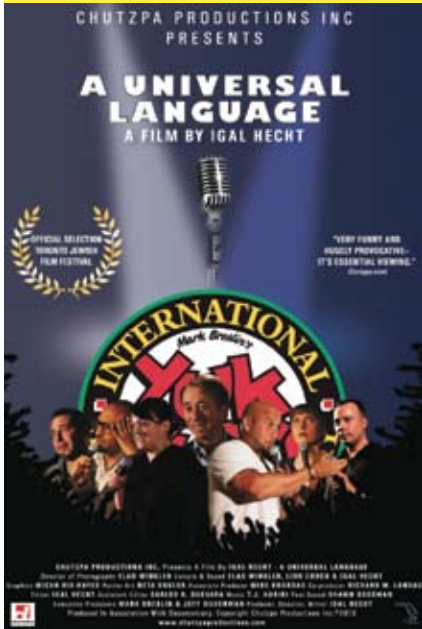
IH: Two things: art should not be censored. No matter what it is, don’t censor it. Second, the way that people try to paint Israel, specifically from the Left. Though I consider myself a progressive lefty, unfortunately, they are the ones who are demonizing Israel. They’re like rabid dogs, foaming at the mouth when they hear the word Israel. It’s OK to criticize Israel. But not OK to boycott and censor. Our goal was to expose the Left as hypocrites, which I think we achieved, and also that a good laugh isn’t necessarily political. That’s what I really wanted. Laughter is universal. I do want my films to have a social impact.

JR: *Another film in post-production is called A Woman’s Story. What’s that about?*

IH: I was very fortunate to be involved in this film, directed by Azra Rashid, an award-winning filmmaker. This is more a feminist documentary, how a woman’s voice has really been taken out of genocide. It’s the story of three women in three different genocides. We focus on the Holocaust, the Bangladesh genocide, and the Rwandan genocide. Bangladesh and Rwanda were humbling and amazing experiences.

JR: *What was it like to be in Bangladesh, that really floored you?*

IH: It’s a beautiful country, but at the same time a poor country. The differences between the rich and the poor are very evident there. We



“It doesn’t matter if you come to the movie from the mindset of a nostalgic child or irony-loving Jabroni, The Sheik will make you humble.”

— Phil Brown, dorkshelf.com



“I’m obsessed with documentaries and story telling. My passion for this genre makes sure that I get the film made. No matter what.”

— Igal Hecht

travelled around slums. I saw poverty I haven’t seen anywhere in the world even when I went to Cambodia. It is turning into a more Islamist country.

We came there at a turbulent time, with strikes and protests every day. I remember watching BBC on the plane and seeing violence in the streets. I thought “where are we going into?!” But the people we hung out with were very kind.

JR: *What effect did Rwanda have you going in the country? And when you came out?*

IH: I fell in love with Rwanda. Going in, I didn’t know what to expect. I gravitated to it because I knew it was the genocide that happened when I was growing up. That was when the world stood by and let 1.2 million people to be literally slaughtered. I was finishing high school

then, and watched the reports on TV. The people are just so amazing, warm, welcoming. You do see underneath the smiles, a tension, even after twenty years. They don’t have closure. After the genocide they came along and presumed “OK, we’ve all got to be friends now. No more Hutu, no more Tutsis. We’re all Rwandans.” But the anger is beneath the surface.

And so, in just about every corner there’s a heavily armed guard to give the sense of security. I heard many Holocaust survivors from Majdanek and Auschwitz tell their stories. The survivors from Rwanda were so eerily the same. The way people came for them; the way they hid. And obviously forgotten by the world. I came out of Rwanda angry. We go into this endless circle of violence. Congo, Sudan, Syria, Cambodia, Poland, Rwanda, Bangladesh. ►



Igal Hecht interviewing Israeli musical artist Subliminal

JR: *The Sheik is your newest release. Describe that.*

IH: I'm a huge wrestling fan ever since I was young. The Magen Boys Entertainment were producing this film, about the living wrestling icon, the Iron Sheik. He's one of the greatest bad guy wrestlers the world has ever met. I was very excited to be a part of it; it was more mainstream, just fun and not political. We got amazing interviews with some of the best known wrestlers.

This isn't just about his downfall. But also about his rise as a social media giant on Twitter and YouTube and other platforms. It's really a triumph of this man. ■



Iggy Hecht
interviews
The Iron Sheik



Iggy Hecht interviews
Israeli singer Noa

MAKING THE MOST OUT OF YOUR CHARITABLE DONATION

BY RACHEL BLUMENFELD

As many people know, donations and gifts to charity are good for more than just your conscience. There are tax advantages to charitable giving during one's lifetime as well as upon death. The proposals put forth in the 2014 Federal Budget demonstrate the increasing flexibility in our tax system with respect to charitable donations made upon death.

GIFTS AND DONATIONS TO CHARITY MADE DURING YOUR LIFETIME

There are many ways to give to charity during your life:

- You could sponsor a friend taking part in a walk-a-thon.

- You could attend a charity gala event.
- You can donate food, clothing or other products as part of a drive at your workplace or child's school.

In most, but not all situations, you will be entitled to a tax credit. If you donate to a charity that is not registered with the tax authorities, you will not be entitled to receive a tax credit. Similarly, if you donate food to a food drive or used clothing to a clothing drive, it is unlikely that a tax receipt will be issued.

TAX RECEIPTS FOR CHARITABLE GIVING

One financial advantage to charitable giving is the entitlement to a tax receipt for the donor from the charity. This tax

receipt provides a credit to be applied to reduce the taxes payable by an individual taxpayer (or a deduction for a corporation). Keep in mind these credits are only available for up to 75% of your net income for that taxation year.

There are rules in relation to the amount that can be receipted by the charity in respect of the donation. Generally speaking, the receipt can not include the value of any "advantage" that is acquired by the donor in making the gift. For example, a ticket to a charity gala costs \$100, but the dinner included has a fair market value of \$50. The charity therefore, can only provide a receipt to the attendee for \$50. ▶

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TYPES OF GIFTS

In addition to the many ways to give, there are many different types of gifts to be made. Many charities are happy to accept gifts such as stocks, bonds, jewellery, art, real estate, and life insurance, to name a few.

People frequently donate works of art to different charities, whether it be museums or otherwise. These works of art are typically valuable and that value will be reflected in the tax receipt issued to the donor.

Consideration should be given to the type of gift made and the manner in which it is made, especially where there are financial benefits to be had. For example, gifts of publicly traded securities are a type of gift that the value of which is dependant on the current price of the stock itself. In this situation, the timing of the gift is very important.

PUBLIC COMPANY SHARES

Another incentive provided by the income tax system to encourage charitable giving is the exemption from capital gains tax on the donation of public company shares. In the ordinary course, when one disposes of public shares, 50% of any accrued gain on those shares is taxable. However, when donated directly to a registered charity, the gain is reduced to nil.

GIFTS AND DONATIONS TO CHARITY IN YOUR WILL

Making donations to charities in your Will is also an important way in maximizing the benefits of gifts to charity. Generally speaking, there are significant taxes to be paid upon death and the credits arising from these donations can be utilized to offset 100% of the net income in the year of death. Any remaining credit can be carried back to offset the tax that arose in the year prior to death.

2014 BUDGET AND PROPOSED CHANGES

The 2014 Budget proposed a significant change in the tax treatment of gifts made

by Will (or beneficiary designations) that will likely maximize the benefits of making gifts to charitable organizations.

Under the current legislative scheme, a donation to a charity pursuant to the Will of an individual is treated as though it was made immediately before the individual's death. Therefore, the tax credit stemming from the gift is applied to the final tax return and can be carried back to the taxation year of the individual. Similarly, where a gift



is directed by the individual's Will to be paid by the individual's estate, the corresponding credit can only be applied to reduce the taxes payable by the estate.

The change introduced by the Budget proposes to provide flexibility in respect of the tax treatment of gifts made to charity where they occur as a result of a death after 2015. The new rule will deem a gift to occur when the property is actually transferred to the charity, which, where made pursuant to a Will, will always be after the death of the individual. The executors of the estate will then have the discretion to allocate the available tax credit against: (a) the taxation year of the estate in the year the gift was made, (b) any earlier taxation year of the estate, or (c) the last two taxation years of the individual prior to death.

FLEXIBILITY FOR EXECUTORS AND TRUSTEES

These proposed changes provide welcome flexibility for executors and trustees when dealing with the taxes incurred by a deceased individual and the individual's estate upon death. The proposal implies that executors will have the ability to allocate tax credits among both the estate and the deceased individual. This will likely result in the utilization of the full amount of the tax credit, in contrast to the effect of the previous rule where that was not always possible. Further, it will reduce the pressures on an individual to determine the most tax-effective method of making a gift by Will, in some cases many years prior to their death.

Unfortunately, the draft legislation has yet to be introduced so it is not entirely clear how this new rule will be drafted and the scope of the flexibility being proposed. It will be interesting to review the legislation when it is introduced to further understand the implications and reach of this proposed measure.

MAXIMIZING THE FINANCIAL ADVANTAGES OF CHARITABLE GIVING

Regardless of the manner in which this new proposal is implemented, consideration of the tax treatment of donations made to charity both during one's lifetime and upon death is important. In order to maximize the financial advantages of charitable giving it is important to understand the benefits and incentives to making different types of gifts and in different ways. Seeking professional advice is recommended in order to achieve any specific financial goals in making gifts to charity. ■

.....
Rachel Blumenfeld, Partner,
Rae Rechtsman, Associate,
Miller Thomson LLP
www.millერთhompson.com
.....



ENHANCED RETIREMENT INCOME

A strategy for tax-advantaged accumulation to complement your retirement income and increase your estate

Conventional retirement planning is often based on statutory plans - government-controlled programs such as:

- » Defined benefit pension plans
- » Defined contribution pension plans
- » Registered retirement savings plans (RRSPs)
- » Deferred profit sharing plans

However, can these plans alone provide enough income for your lifestyle in retirement?

The enhanced retirement income concept is based on accumulating cash value within a permanent life insurance policy. This tax-advantaged growth can substantially increase the amount you can access to enhance your retirement income. What's more, at death, any remaining death benefit is paid tax-free to your heirs or favorite charity.

A powerful tool in your financial security portfolio: Exempt Life Insurance

Unlike investments that result in taxable growth each year,

permanent life insurance lets you accumulate cash value without paying tax on it until you withdraw it from the policy. (Illustration 01)

Minimum premium is the minimum that must be paid to maintain the death benefit. Maximum premium is the maximum permitted under the exempt policy rules. An exempt life insurance policy is defined in regulation 306 of the Income Tax Act. The Income Tax Act provides that the savings element is exempt from annual accrual taxation, provided certain conditions are met. (Illustration 01) ▶

ILLUSTRATION 01

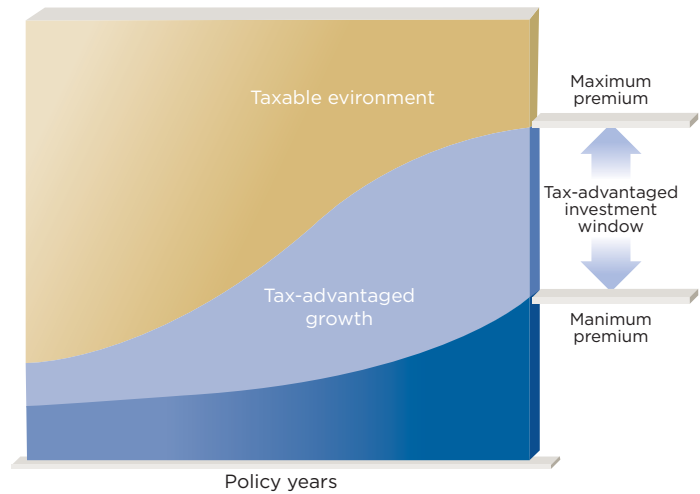


ILLUSTRATION 02

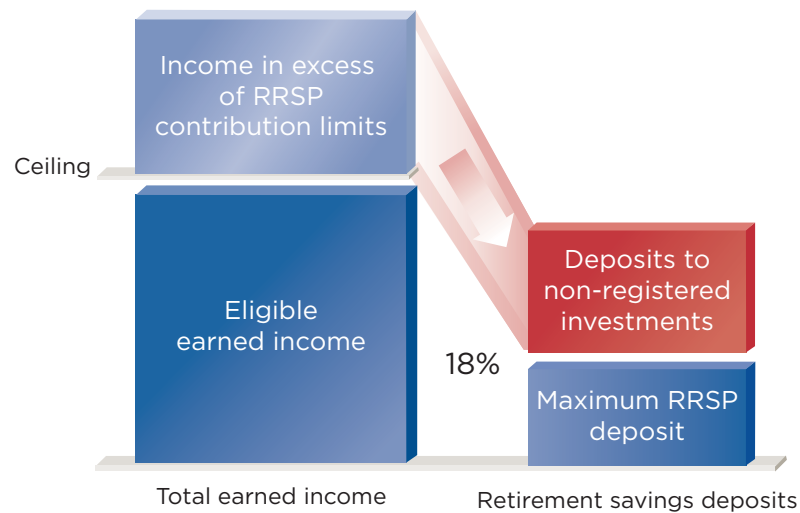
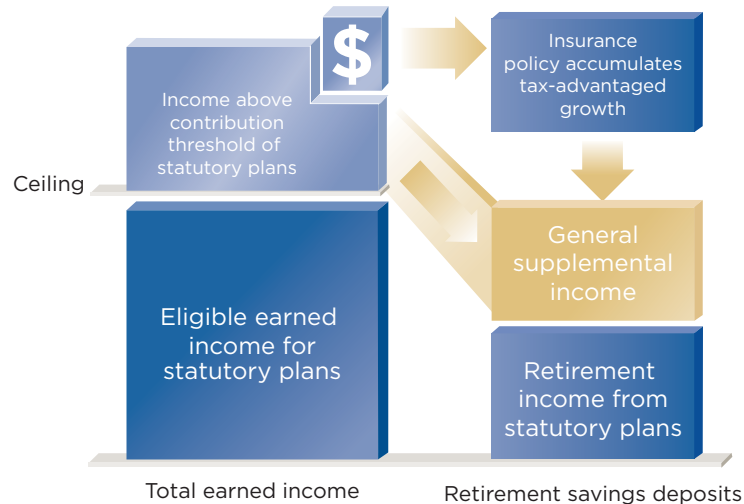


ILLUSTRATION 03



Traditional RRSP

RRSPs let you defer tax on only 18 per cent of your eligible earned income, up to the maximum prescribed in the Income Tax Act. If your income exceeds this ceiling, or if pension contributions restrict the amount you can contribute to RRSPs, these RRSP limits can work to your disadvantage. The ability to defer tax on the growth of your savings can dramatically affect your retirement income. (Illustration 02)

Enhancing Your Retirement

- » You can accumulate cash value in a tax-advantaged permanent life insurance policy.
- » You can then access the policy's cash value to enhance your retirement cash flow.
- » When you withdraw funds in retirement, you may have a lower marginal tax rate.
- » You can enhance your retirement income substantially, if you need to.
- » Your policy is free from RRSP restrictions on the size of deposits, maximum age and schedule for accessing funds.
- » At death, your named beneficiaries, including heirs and charities, can receive the remaining insurance benefits tax-free. (Illustration 03)

Under current Canadian income tax legislation, a permanent life insurance policy is exempt from annual taxation on the growth of policy values, provided certain conditions are met. Withdrawals from the life insurance policy values are subject to taxation based on the rates and laws in effect at the time you withdraw funds.

Example

The example below shows how the Enhanced Retirement Program (ERP) strategy differs from an alternate, taxable investment, and compares the values. A couple aged 40, depositing \$240,000 over 20 years, marginal

tax rate of 46.41%, pre and post retirement return of 5% vs. a permanent life insurance policy with a loan interest rate at 7%. (Illustration 04)

Important Considerations

Life insurance is not a substitute for statutory retirement plans. However, for people who have reached their maximum limits under these plans, and who need insurance, it can be valuable to understand how permanent life insurance can enhance their retirement income.

Analyze all methods for accessing the policy's cash value; three common methods are:

- » Collateral loan
- » Partial surrender of cash value
- » Policy loan

You should discuss the tax implications of each of these with your tax advisor. This material is current as of July 2007 and is for information purposes only. It shouldn't be construed as legal or tax advice. Every effort has been made to ensure its accuracy, but errors and omissions are possible. All comments related to taxation are

general in nature and are based on current Canadian tax legislation for Canadian residents, which is subject to change. For individual circumstances, consult with a tax professional. ■

By David Aaron



ABOUT DAVID K AARON

Director, Business Development at Freedom 55 Financial

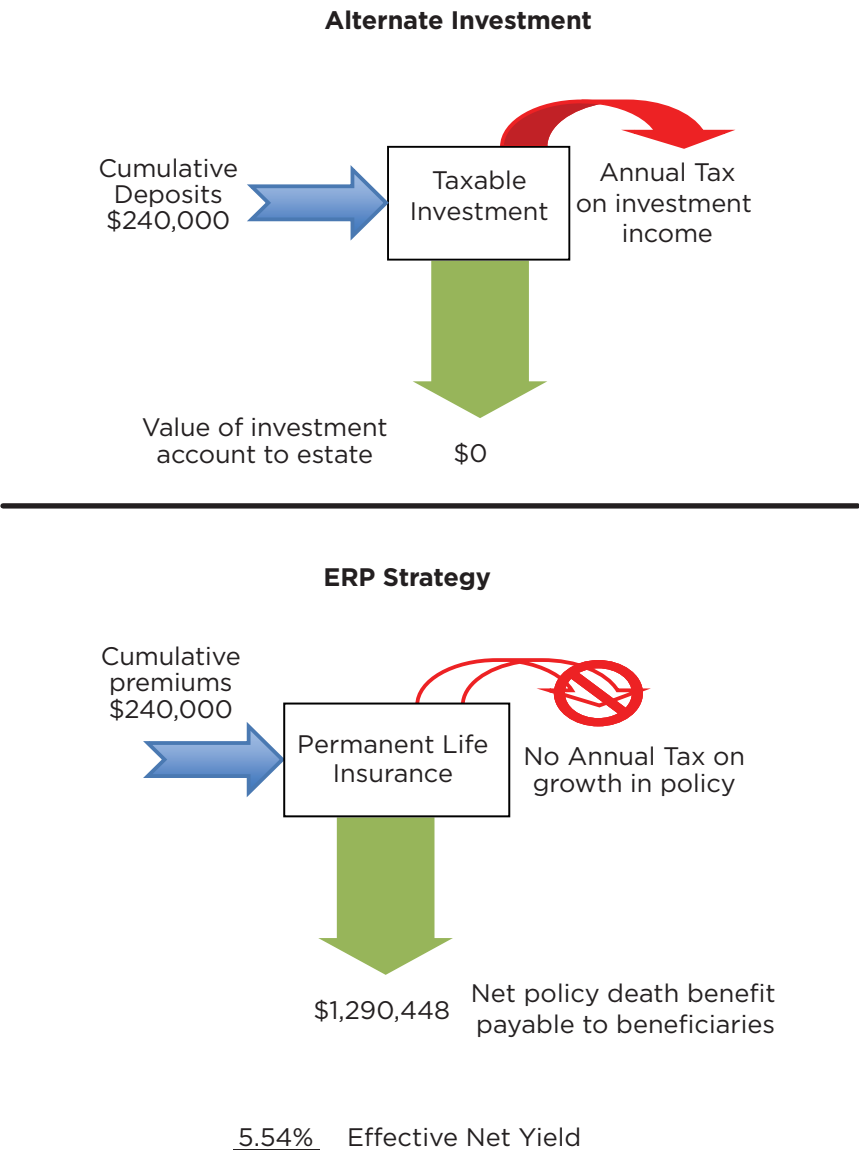
David joined Freedom 55 Financial in 2003. Previously, David owned a Restaurant and co-founded both an International Training company and a Coaching Certification organization.

ABOUT FREEDOM 55 FINANCIAL

A division of London Life Insurance Company, Freedom 55 Financial is backed by a history of strength and stability. Founded in London, Ontario in 1874, London Life has helped Canadians meet their financial security needs for more than 130 years.

To find out more about Freedom 55 Financial, and our products and services, please visit www.freedom55financial.com.

ILLUSTRATION 04





HOME IS WHERE THE HEART IS

FOUR ELMS
RETIREMENT RESIDENCE

**SUITES
STARTING AT
\$2850**
SOME CONDITIONS APPLY*



WINNER OF THE 2013 TOP CHOICE AWARD

Professionals who have distinguished themselves amongst their competitors and earned the people's trust.

SERVICES INCLUDED:

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- ❖ 24 hour health care supervision
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Call us today to book a personal tour and stay for a complimentary lunch.



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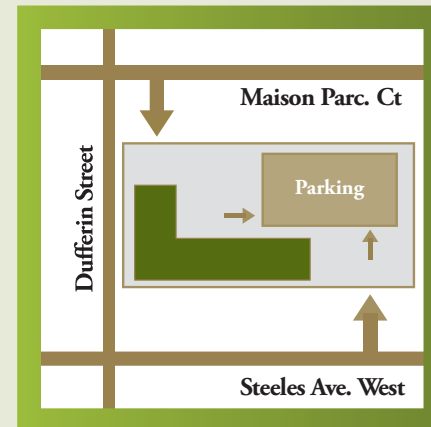
www.fourelms.ca

Four Elms Retirement Residence is owned and operated by Diversicare, four time winner of the Governor General's Award for Excellence.

Situated in Thornhill at Dufferin and Steeles, this residence is just three years old. Four Elms Retirement Residence offers a variety of suite layouts, from Studio to Two Bedroom plus Den. All suites have kitchens, but no stoves, as breakfast, lunch and dinner are provided daily. It also has a lovely outdoor space with easy walking paths that are part of a treed and garden area that includes benches and gazebo for relaxing.

There is a true feeling of community at Four Elms. There are daily activities for residents including exercise classes which focus on strength and balance. And, if just two friends feel like getting together, they go to the bistro and bar. Helping to make sure that residents feel both a sense of community and a sense that Four Elms is their 'home,' there are furnished guest suites available to residents to host out-of-town guests. Of course, there is also a beauty salon and spa to take care of all of the residents' needs.

Recreational activities happen throughout the week with many different programs to choose from. In addition to scheduled activities, there is a computer lounge, billiards room, as well as a games room. The wellness centre and fitness room provide additional opportunities for residents



offers assisted living services. Independent living suites include three meals a day, laundry services, weekly housekeeping, and daily activities. For residents with memory impairment there is a secure living area with enhanced supervision and care.

There is a true feeling of community at Four Elms. There are daily activities for residents and a bistro and bar for meeting friends

Residents can bring their own furniture to their new home, as well as a beloved pet, as long as the resident can look after the pet on his or her own.

Four Elms also offers temporary post-hospital/respite stays starting at \$90 per day. A respite stay includes three meals and snacks daily, registered nursing staff available 24 hours each day, medication management and administration, assistance with personal care, weekly housekeeping and personal laundry, and all recreational activities.

Ensuring residents' safety and ensuring that residents and families do not have to worry, is "the heart" of Four Elms. All residents are equipped with an emergency response system.

Call today to book your personal tour.

to stay active and fit. Programming includes all the Jewish holidays.

Since Four Elms has its own bus, residents have opportunities to be involved in community outings and events.

Four Elms Retirement Residence accommodates both independent seniors and those who require daily supervision and



FOUR ELMS
RETIREMENT RESIDENCE

ALL ROADS LEAD TO

Jaffa

BY DAVID KATES



How might one describe a band like Jaffa Road? It's a tricky question for a musical collaboration that simply can't be easily pinned down. Stylistically, culturally, sonically, it's the product of a wide cross-section of influences, residing somewhere in between just about every descriptor it has ever been assigned.

Lead singer Aviva Chernick laughs when asked to describe the Toronto-based quintet. "I struggle with definitions," she says. "It also feels like [the band] is constantly evolving. So when people ask me, I tell them it's world music. Then they look at me with a quizzical look and I say, yes, it's a very vague term."

She tries again: "It's a fusion of world music style, brought forward from a strong place of Jewish identity and Jewish voice."

Listening to Jaffa Road's music, it seems like an apt description. There's certainly that Jewish influence - which itself draws from multiple sub-cultural traditions - laying the foundation for the band's sound. But there's Indian music and Arab music as well. The band's rhythm section merges elements of straight-up rock with bits and pieces pulled from jazz, funk, dub and hip hop. The recordings themselves are both strikingly diverse and quintessentially contemporary.

Band leader and multi-instrumentalist Aaron Lightstone acknowledges that the difficulty in categorizing Jaffa Road musically may have its challenges from a marketing perspective. At the same time, however, he's quick to point out that this "genre-bending" quality has likely exposed the band to a broader range of opportunities than it might have enjoyed otherwise.

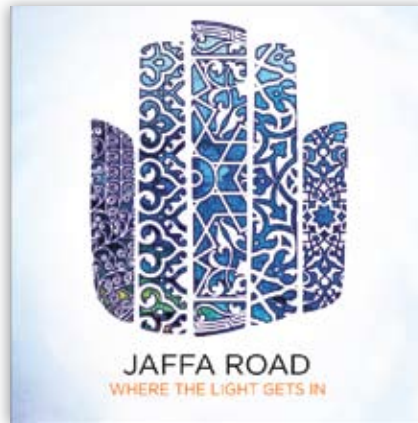
"It means that we get to play folk music festivals, which is really fun," says Lightstone. "And we play at jazz festivals, Jewish music festivals and straight-up music festivals without any specific association. So, in that regard, it's been good. It's opened us up to a variety of possible gigs and tours and so on."

It's a sound that has come together in surprising ways. Chernick recalls the genesis of the song, "Bring Love Home," which started from a simple idea and came out as something entirely unexpected.

"All I said was, what I really want to do is a 7/8," she says. "And [percussionist] Jeff said, 'Listen to this 7/8,' and he played the rhythm differently than I was accustomed to hearing it. And I said, I also want to say a blessing in Ladino modeled after something of my teachers. ►

“I think that this band has thrived in large part because it emerged in Toronto and was received by Toronto audiences initially,” says Chernick. “The music has been cultivated here, in a city that welcomes diversity, and so all of the backgrounds that we bump up against and bring with us feed into the music.”

— Aviva Chernick



“They started playing and I didn’t actually get to their 7. And that was good, because I started just kind of rapping over the rhythm they were playing over the bar line. What came out of that is by far my favourite Jaffa Road song. It was just what happened when we get into the room.”

If diversity is a key word that permeates the Jaffa Road experience, it doesn’t seem far-fetched to link the band’s origins to the cosmopolitan influence of its hometown, Toronto, itself known as one of the most multicultural cities in the world. The city’s demographic uniqueness is a fertile breeding ground for globally-minded musicians and audiences alike.

“I think that this band has thrived in large part because it emerged in Toronto and was received by Toronto audiences initially,” says Chernick. “The music has been cultivated here, in a city that welcomes diversity, and so all of the backgrounds that we bump up against and bring with us feed into the music.”

But it’s a success that has translated more broadly as well. Both their debut album, Sunplace and their follow-up Where the Light Gets In, received Juno nominations for World Music Album of the Year. Most recently, in November 2013, they won the Canadian Folk Music Award for World Music Group of the Year.

They’ve also had unique opportunities to play at events across Canada and North

2 X JUNO AWARDS NOMINEE

*world music
group of the year
canadian folk music awards*

BEST WORLD MUSIC TORONTO INDEPENDENT MUSIC AWARDS

**grand prize and
lennon award winner
- john lennon songwriter contest**

*OCFF Songs
From the Heart
award winner*

1 CIUT World Music Chart



America - from captivating a crowd of thousands on the main stage at the Vancouver Jazz Festival, to what both Chernick and Lightstone acknowledge as one of the band’s proudest moments: a tour of Nunavut in Canada’s far north - and a memorable performance at the Rocking Walrus Festival in Igloolik. “[It was] an outdoor stage with no shade or anything, maybe 100 or 200 metres from the shore of the Arctic Ocean,” Lightstone recalls. “And the audience is 100 percent Inuit. And they’re sitting and listening, and the children were dancing around. I think it was just something totally new for that community that they seemed to really respond and enjoy it.”

“I couldn’t really believe we were singing and playing and dancing together with Inuit in the far north of our country,” Chernick adds. “I felt so honoured.”

The Nunavut experience was worlds away from the clubs and festival stages they had become accustomed to in other parts of North America, but it’s exactly the kind of thing the band hopes to continue to keep doing. The goal over the coming months and years, says Chernick, is to take the show to other parts of the world - before coming back and working on material for the next album.

“It will be interesting as we head outside our community and build new communities,” says Chernick. “I hope that means we’ll come back to our community richer, with deeper things to say. Deeper music to play, richer experiences to share. Those are the things that help build songs.

“So I think that’s what you’ll hear from Jaffa Road: the return from adventures with new fodder for creation.” ■

Aaron Lightstone
Guitar

Chris Gartner
Bass

Sundar Viswanathan
Saxophone

Aviva Chernick
Vocals

Jeff Wilson
Percussion

**GLOBAL PEACE
BUILDING OPPORTUNITIES
THROUGH MEDICINE:
Professional cooperation
and a mission to improve
health systems**

The Canada International Scientific Exchange Program (CISEPO) was created by Dr. Arnold Noyek, who was Otolaryngologist-in-Chief at Mt. Sinai Hospital in Toronto from 1989-2002. As part of his passion for medicine Dr. Noyek was committed to advancing health education and scientific exchange. Approached by the late King Hussein of Jordan in 1995, Noyek agreed to work on building cooperation between Israelis and Arabs in the area of public health. In 1998 the Middle East Association for Managing Hearing Loss became the signature lead program of CISEPO. (In 2011, the name was changed to The Middle East Health Association.) This extraordinary program connects a professional network of health care professionals who share a common mission to improve health systems.

(CISEPO) is a Canadian, registered, charitable, non-governmental organization (NGO), based at Mount Sinai Hospital and at the University of Toronto in the Dalla Lana School of Public Health. The program honours the memory of Isabel Silverman.

CISEPO's primary objectives are to:

- Enrich academic medicine, public health and health care in Canada and internationally
- Contribute to Peacebuilding in the Middle East.



THE CISEPO STORY 2014

A MODEL FOR MIDDLE EAST AND GLOBAL COOPERATION IN THE HEALTH SECTOR

by Dr. Arnold M Noyek, Founding Director
and Ditas Reyes, Manager-CISEPO

The Canada International Scientific Exchange Program (CISEPO – www.cisepo.ca) is an international cooperation network of academics, researchers, educators, students, medical and public health specialists and allied health professionals working together, under a Canadian umbrella. Beginning as a team of Canadian, American, Israeli, Jordanian and Palestinian individuals and institutions who came from many different disciplines, the CISEPO partners share a commitment to peace, professional engagement and dialogue, and improvements to the health and well-being of children, parents, and families in communities in every part of the region. The CISEPO model surely, albeit quietly, creates opportunities for peaceful co-existence, building cooperation and trust, identifying and sharing information with a common theme about health problems experienced

by children and families of every background, building capacity and leadership within key academic and health care institutions in the region. We are confident in our experience of over



Dr. Noyek is a 2013 Recipient of the Order of Canada and Senior Ashoka Fellow.

20 years of serving as a role model for dialogue and cooperative development in Canada and the Middle East region. The simple attraction from professionals throughout the region towards CISEPO and our regional network is reinforced by our resolute long-standing commitment to non-political professional engagement, equality, mutual respect, transparency and open communications.

CISEPO Founding Director Dr. Arnold M. Noyek bears witness to all worthwhile causes for peaceful co-existence through health initiatives.

HOW DID WE DO IT?

- In 1997, in a region with high prevalence of consanguineous marriages in Arab populations, **CISEPO implemented** universal newborn hearing screening and habilitation in Jordan, impacting similarly in Israel, equipping deaf children for life while impacting on national health policies, built through explicit Arab and Israeli cooperation at the people-to-people level through joint planning, testing and protocol development.

- **Establishing** television production quality, highly interactive, and university accredited educational programming using video-teleconferencing that simultaneously links Canadian, Israeli, Jordanian and Palestinian medical specialists, allowing for case conferencing, training, exchange of information and building durable and productive cooperative professional relations and networks.

- **Promoting** high level professional academic and service exchanges among hearing health professionals which have enabled Jordanian and Israeli surgeons to study, train and operate together in pioneering cochlear implant surgery.

- **Fostering** Canadian, Israeli, Jordanian and Palestinian professional development through exchange programs, notably the International

Pediatric Emergency Medicine Elective summer program (IPEME) for undergraduate medical students, by itself a model of the highest possible training standards, to ensure that regional medical students and Canadian faculty meet and exceed international standards.

In the summer of 2013, as a final project from each of the three 4-member student team presentations, topics covered were: "Improving Communication Skills in Medical Students", "Sudden Infant Death Syndrome (SIDS)", "Depression in Canadian, Israeli, Jordanian and Palestinian Medical Students".

Let us share with you a memorable response from an IPEME 2013 graduate, an Israeli participant:

"I felt that something in my medical education is missing despite finishing 6 years in medical school, and I had the feeling that I am going to find it in the IPEME."

From the first moment I understood that this is the right place for me to be, despite sacrificing a final exam that took place in Israel during the IPEME program. But above all, I think that the most important thing that I took home with me is the friendships that I created during the IPEME. I met my neighbors who, because of political issues, I had never met before. I made connections that will play a major role in my future career, while solving problems and dealing with medical issues. And moreover, we created a network of real friendships that can prove to anyone the importance of knowing the other person and the cooperation that can develop and transpire between humans.

I will never forget my memorable experience with IPEME 2013... I found out how we, as doctors, can make our world, and not only our clinic, a better place to live in."

For 2014 and onwards, the CISEPO model of health diplomacy endeavours to use health as a language in which development can flourish. ■



Canadian, Israeli and Palestinian medical students are seen with the Dean of the faculty of Allied Medical Sciences, Jordan University of Science and Technology and with the Chair and founder of CISEPO. The picture is taken on the grounds of the University of Toronto during the SUNSIH-CISEPO student summer project on pediatric cancer, 2003



For information on CISEPO:

- Dr. Arnold Noyek, O.C., CISEPO Founder; Director, International Continuing Education, Faculty of Medicine and the Dalla Lana School of Public Health, University of Toronto, arnold.noyek@utoronto.ca
 - Dr. Harvey Skinner, CISEPO Chair; Dean of Health, York University, hskinner@yorku.ca
 - Tim Patterson, CISEPO Vice Chair, timpatterson@cogeco.ca
 - Dr. Dennis Bojrab, President, American CISEPO, dibojrabmd@comcast.net
 - Abi Sriharan, abi.sriharan@gmail.com
 - Shawna Novak, shawna.novak@gmail.com
- 20 January 2014

STEPPING UP



TO YOUR HEALTH GOALS

The 10,000 step challenge—and it doesn't have to be only 10,000 steps—is about helping those who may be sedentary to commit to doing more, as well as encouraging everyone to become more aware of their own activity levels.

If you are already committed to daily exercise programmes or a morning run, the 10,000 step challenge may not seem challenging at all. It takes about 2,000 steps to walk one mile, so for some people a goal of 10,000 steps or 5 miles will be “eezy peezy”. After all, you can just plan to go for a walk of 30-60 minutes and achieve this goal as well.

However, if you are not active you may be surprised to discover that you are barely doing 3,000 steps in the course of your day. The idea of adding steps to your regular daily routine is all about becoming aware of your current exercise regime.

ADDING STEPS TO YOUR DAY HAS MANY HEALTHFUL BENEFITS:

Not Stressful on Joints

Walking is generally considered to be not too stressful on your joints because it is a low impact activity. You can vary your routes from day to day by choosing flat terrain or one with hills and the rate at which you walk is entirely up to you.

Requires Little Planning

Other than an investment in a good pedometer and a good pair of walking shoes, there is nothing stopping you from challenging yourself to add steps to your day.

HOW TO ADD EXTRA STEPS TO YOUR DAY:

- Take the stairs instead of the elevator.
- When you park at the subway or GO train, park at the farthest end of the parking lot.
- Get off the bus one or two stops before your usual stop and walk the rest of the way.
- At lunchtime add a walk outside instead of just sitting at your desk eating over your computer.

- Try a meeting where you meet with colleagues and go for a walk. It worked for Aristotle.

IF EXERCISE IS A NEW ROUTINE IN YOUR LIFE, APPROACH THIS CHALLENGE ONE STEP AT A TIME:

- Invest in a pedometer and a good pair of walking shoes.
- Track your steps on a normal day for a seven day week so you know your daily average.
- Aim for just an additional 500 steps a day during the first week and add another 500 steps a day the following week until you reach your goal of 10,000 steps.
- If you are planning a longer walk, make sure you take a water bottle with you.

CHOOSING THE RIGHT PEDOMETER FOR YOU

The point of using a pedometer is really to challenge yourself about your personal health awareness. If you are active and have a strong exercise routine, you already have your good habits in place. But if you want to challenge yourself and increase or improve your activity level, a pedometer can help you ‘define’ these goals.

A pedometer tracks the number of steps you take but some devices also record the time, distance and calories burned and will even allow you to record your progress over the course of a month.

Digital pedometers that include an accelerator sensor can record all of your movements and don't have to be parallel to the ground or situated over your hip to get an accurate reading. Additional features to consider: back light, battery life, size and shape, style (clip, watch, radio, wrist band, etc.)

Here's a look at just a few pedometers that can help you “step” into a healthier lifestyle. (see next page) ▶

PEDOMETERS FROM \$30 - \$105



YAMA POWER WALKER
The 3D Sensor has an 11-step filter to avoid counting extra steps when you're walking. With an accuracy rate of 98 percent, the Yamax Power Walker EX-510 is one of the most precise pedometers available.



FITBIT STEP TRACKER
During the day, it tracks your steps, distance, calories burned, and stairs climbed. Come nightfall, it measures your sleep quality, helps you learn how to sleep better, and wakes you in the morning. It motivates you to reach your goals by bringing greater fitness into your life – seamlessly, socially, 24 hours a day.



OZERI 4X3 SPORT
the 4x3sport Digital Pedometer uses the latest Tri-Axis technology to provide superior accuracy in any position or at any angle. Compact, sleek and slim, it fits in any pocket and is the ultimate personal trainer. It records your steps, stairs climbed, distance, calories burned and time spent exercising. It counts up to 1 million steps and includes built-in memory that records your daily activity for up to 30 days.



SHRING POCKET PEDOMETER
Sleek, sexy and designed to slip into any sized pocket. It's advanced pedometer technology uses a customized motion-sensing accelerometer to accurately measure body movement from multiple orientations.



THINQ POCKET PEDOMETER
This incredibly thin, credit card-sized pedometer has an advanced motion sensor to accurately count steps, measure distance, track calories, and total time.



NEW BALANCE VIA SLIM 3AXIS
More accurate than traditional pedometers, the VIA Slim uses the latest 3Axis accelerometer technology so you can wear it anywhere on your body. Throw it in your bag or in your pocket and monitor your daily activity.



LIFESPAN MYSTRIDE ACTIVITY TRACKER
The MyStride Activity Tracker is more than just a pedometer. It uses a three-axis accelerometer to measure your movement to more accurately track steps taken, calories burned, minutes exercised and distance travelled. The integrated flip USB makes it easy and convenient to sync your activity progress with your LifeSpan Fitness Club account. This account is a complete online health and fitness management system. ■



STEPS TO A HEALTHY DIET

Every year there are hundreds of diet books, magazine articles or dieting advice infomercials, and each one has a different answer to the question of how you can be successful with your weight or dieting goals.

Some books look at food groups that have the most impact on your health or longevity, such as the Nutrient Rich Diet or the Vegan Diet, and others offer promises about how you will feel, like the Sexy Diet or Energy Diet.

In addition to the diet books, popular magazines at your checkout counters boast: "Lose five pounds in just one day." Have you noticed that the same magazines that promise instant results often have a picture of a chocolate cake somewhere on the cover, too? Does that mean that once you lose those five pounds you should reward yourself by eating that chocolate cake? And then

there are all those infomercials, some of which want you to commit to buying their pills or to following an intense Boot Camp exercise regime such as Extreme Fitness or Cardio Boot Camp.

There is no question that dieting and exercise are the perfect compliment for a healthier lifestyle. Some dieticians suggest that there is an 80/20 rule in how to approach your dieting goals: 80% of the time follow a healthy diet, 20% let yourself relax. Or some say that the 80/20 rule means that 80% of your healthier lifestyle behaviour is determined by your diet, while the other 20% of your healthier lifestyle is boosted by your exercise routines.

If dieting is only about reaching a certain weight goal, this can be a problem because what happens after you have reached your goal? If you revert to your old behaviours then in a month or two or

maybe even six months time, you will be looking for another diet to help you lose the weight that you have put back on.

A healthy diet is more than just reaching a certain weight; it is about making a long-term commitment to healthier eating that really translates into a healthier lifestyle.

ARE THERE SOME SIMPLE RULES THAT YOU CAN FOLLOW TO EAT HEALTHIER?

JR asked Ms. Shauna Lindzon, a Registered Dietician, for some tips. One of her favorite pieces of advice? Start by going through your cupboards and getting rid of those instant meals including canned items that typically have way too much sodium and tend to be lower in nutrients.

Her motto is: "Diets don't work, lifestyle changes do." ▶

Ms. Lindzon has a Bachelor's degree in Human Ecology, Food and Nutrition, from the University of Manitoba. She completed her Graduate Clinical Nutrition internship at Sunnybrook Hospital in 1993.

A foodie at heart, early in her career Ms. Lindzon had the pleasure of consulting with Toronto restaurants. She enjoyed helping the chefs create delicious and nutritious, healthy food for their clientele.

Ms. Lindzon worked as a Clinical Dietitian at Sunnybrook Hospital for more than twelve years and then decided to start her own private practice. In addition to her private practice, Ms Lindzon is a nutrition leader at Wellspring Cancer Support Centre and lectures for various corporate clients.

Ms. Lindzon has shared her expertise in hospitals, in community settings and in media. She has been quoted numerous times as an expert on nutrition and diet for a number of publications including Canadian Family, The Toronto Star as well as the Globe and Mail.

"Most people are expecting a Registered Dietitian to be a food police who will tell them what not to eat. Once I dispel that myth, I love seeing their eyes light up during my first session with them. Sometimes it isn't what people ARE eating, it is what they AREN'T eating. There is a world of possibility out there when it comes to food and nutrition. I love helping people explore this world."

As a spokesperson for a variety of companies, Shauna Lindzon's media training helps her to be clear and precise. The nutrition information that she gives to her clients is easy to understand and to follow. This past March 2014 she was a guest on CBC Marketplace helping to "un" complicate the difference between whole and refined grains.

JR: With so much information available in book stores or on the internet, why are people still confused about what they should be eating?



SL: I don't blame people for being confused. Wherever you turn: on television, radio, even the internet, there are hundreds of ads that are constantly vying for your attention and promise you that "magic" solution. People who aren't trained and qualified to give nutrition advice are everywhere and this

*Her motto is:
"Diets don't
work, lifestyle
changes do."*

adds to the confusion. In addition, since nutrition is an evolving science, there is always new information coming out.

The first thing that you should do when receiving any message about nutrition is to look at the source of where the information is coming from. Everyone wants to give their opinion about what you should eat. It takes someone with a certain background to be able to interpret scientific data and then explain it in useful terms. As a Registered Dietitian, I am trained to critically analyze scientific research and then put it into practical terms for my clients.

JR: Does an individual need to choose a diet that is "right for them" or is there a diet that is right for everyone?

SL: There are definitely some universal concepts that are general enough for people to follow. A good example is that breakfast is a great way to start your day. I don't think that this advice will be changing anytime soon. That being said, everybody is unique and

has their own specific genetic makeup. I find that people tend to know what makes them tick. Which foods they can tolerate or not and what makes them gain weight or lose weight. Diets can be a frustrating concept. People don't want to diet, but they may be unsatisfied with their appearance or their health status.

*There is a world
of possibility out
there when it
comes to food
and nutrition. I love
helping people
explore this world."*

JR: When looking at a nutrition label on a product, what do we need to know to make the best product choice?

SL: Firstly, remember that some of the healthiest foods aren't labelled! For instance fruits and vegetables don't come with a label. When you are choosing foods that are packaged with a label, remember that the first three ingredients will tell most of the story about the food. You typically don't want to see sugar or salt in the first 3 ingredients. Another rule of thumb is to choose a product with the least amount of ingredients possible. In other words, there will be less chance of added chemicals or preservatives. Lastly, try to cook from scratch as much as you can. This will automatically help set you up for success in the kitchen. There are so many great websites to look at to get quick, easy and inexpensive recipes. Try looking on Pinterest, Facebook, or Instagram for interesting ideas. Have fun with it!

JR: Are there some simple rules that you can follow to eat healthier?

SL: I think that the simplest tip that I can give to people is to plan, plan, plan! Planning what you are going to eat before the day or week starts is going to set you up for success. Everything will fall into place after that. Could you only imagine how much easier life would be if we were to prepare in advance? We would be able to eat our healthy meals and snacks without having the excuse of "I forgot to eat" or "I don't have time" or "I ate the donut because that is all that was around".

JR: How can a Registered Dietitian help?

SL: Think of a Registered Dietitian as a personal trainer for nutrition. I individualize each person's treatment plan according to their lifestyle. I give ideas on how to make it happen for you. Whether I am helping you on how to organize your eating or to incorporate a better exercise schedule, my job is to get you to a healthier lifestyle that you can follow for the rest of your life. Sometimes, this involves how to plan, prepare and cook meals for yourself or

your family. In order to be successful in your menu planning I also give advice on how to stock your pantry. I make sure that I tell my clients not to forget to have fun with food. I just make sure that if I tell people to eat more colours, that they aren't choosing a bag of M & M's! Having fun with food includes enjoying the taste, texture and experimenting with different foods that you are not used to. Eating should be a truly relaxing experience, not a stressful event! ■



Shauna Lindzon is a member of The College of Dietitians of Ontario and Dietitians of Canada. She can be followed on Twitter, Facebook and on her website: www.shaunalindzon.com





SPAHHH

RELAX, PAMPER YOURSELF & FEEL RENEWED

BY BONNIE RODAK

Relaxing in your robe, sipping from a variety of offered teas or cucumber water, your spa experience should be viewed as a delicious treat. Spa vacations are the perfect “me” time. They offer a variety of therapies that help clients feel renewed. Not only do spas provide the ultimate respite from a hectic life, many of the therapies have benefits that linger even after you have left your holiday behind. Whether you have a massage, facial, body treatment or relax in a sauna, hot tub or meditation room, the spa is all about unwinding, and taking time to slow down and enjoy a calming and soothing experience.

All spas offer spa services like massage, body treatments and facials and a variety of other spa treatments but some have more unusual offerings like energy work (Reiki), consultations, and specific therapies. Medical spas specialize in procedures like laser treatments and injectables.

In considering your spa retreat or resort vacation, you should know that not every spa is dedicated to healthy living styles. If you are looking for a personal transformation, you should consider the type of spa experience you want and then look for the one that is right for you.

Since so many North Americans consider the beachfront an absolute must when planning a spa holiday, there are plenty of options both close and further away from home. You can enjoy a good combination sun and spa at Le Sport - Body Holiday, St Lucia; La Source, Grenada; or Swept Away, or Negril, Jamaica (adults only).

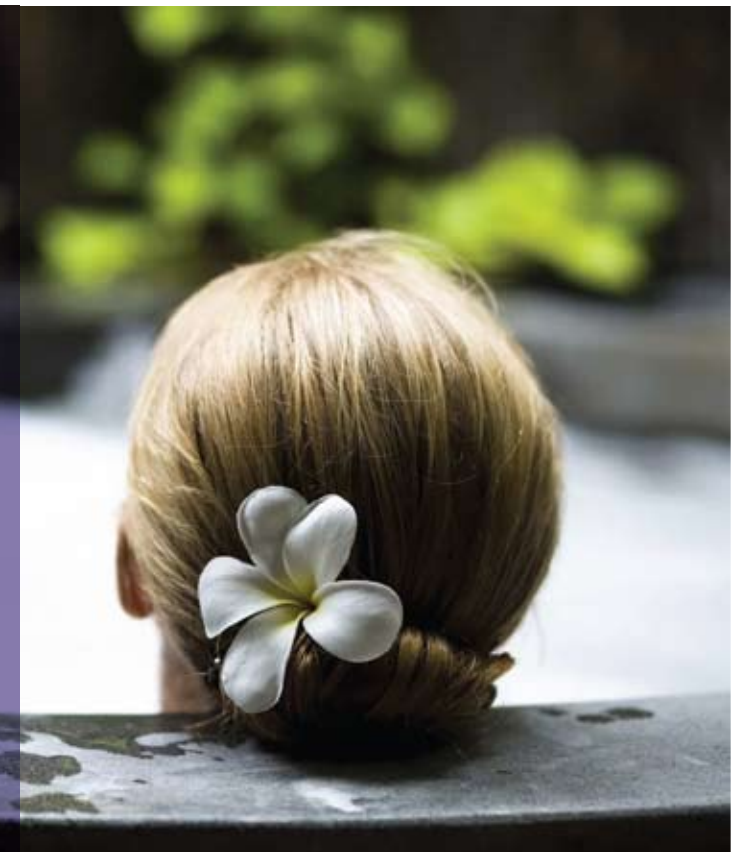
Whether it is detoxifying scrubs or energizing wraps, the spa experience covers every base and every locale. Today, you can even combine your spa desires with other aspects of a vacation plan.

Many cruise ships offer state of the art onboard spas. Almost all large ships have a spa, salon and fitness

center onboard but you can expect that there will be an additional cost for spa treatment. The facilities on the higher-end cruise ships such as Crystal, Oceania and Azamara generally are excellent and include high-tech cardio machines and creative spa treatments. These spas are best for travelers who want an all-around cruise vacation with the spa as one component of their getaway.

Celebrity Cruises with their new solstice ships launched in 2012, also offer spa services, high-end exercise facilities and are providing a white glove service in terms of their spa amenities. They have begun to turn part of the cruise ship into a “destination spa” where guests can immerse themselves in the spa experience. They offer specially-designed spa zen-like cabins with easy access to the spa facilities. Spa restaurants serve light and healthy cuisine in keeping with the wellness theme. Special packages for these passengers give them free ▶

“Sicily’s Verdura Golf and Spa Resort ‘promises’ to relieve aches with its thalassotherapy using sea weed and sea water.”





access to thermal suites, first dibs on appointments, and exclusive in-cabin treats. You can spend nearly your entire cruise wrapped in the relaxing spa atmosphere. This type of offer is best for the dedicated spa enthusiast.

The Health/Destination spa emphasizes wellness in an adult environment. The days are focused around exercise classes, hikes, meditation and lectures on health and personal growth. Healthy low-fat meals are included. You should not expect alcohol or caffeine to be on the menu.

Although there are many wonderful spas worldwide you can find some just 'next door.' For a quick getaway to renew your spirits, you can visit Ste. Anne's Spa in Crafton, Ontario with its Eucalyptus Steam Room and where you have the option of a day spa getaway or overnight accommodation. Or if you need a more complete wellness getaway, you can try Rancho Le Puerto, near San Diego which is an all-inclusive wellness centre with its own organic farm and offers an Executive Wellness program designed just for you. Canyon Ranch, Arizona also offers up its health and wellness centre catering to your fitness and nutritional needs as well as offering stress management help.

You can expect that your spa treatments are delivered in a serene setting which is

an important part of the spa experience. The cost of most packages incorporate spa treatments or credits toward the spa. A stay at the spa usually includes accommodation, meals and daily programming. Spa therapies range in price depending on the length of time and type of therapy. You can expect to pay anywhere between \$65 for half an hour to more than \$250 for specialized and individualized therapies. ■

Bonnie Rodak is a Corporate Account Manager and has been in the travel industry for more than thirty years. brodak@travelbest.ca
Travelbest Carlson Wagonlit (general agents for RBC travel rewards)



The spa experience has changed in other ways too: over the last several years more men are venturing into massage rooms.



Mad Menus

These eclectic eateries are sure to tickle your taste buds.

BY CHRISTINE HOGENKAMP



From comfort food elevated to gastropub fare to international foods with a twist, Toronto's innovative cuisine trends reflect a unique collaboration of ideas and traditions that one can only get in such a large city supported by so many culturally-diverse neighborhoods.

It's been a long winter, so let's get outside and enjoy!

THE DRAKE HOTEL

The Drake Hotel is celebrating its 10th anniversary this year and has proven itself a vital part of the art and culture scene in Toronto. Their in-house eatery reflects their enthusiasm for encouraging different kinds of creativity, with appetizers like "Blistered Shishito Peppers" and entrées such as

"Cowboy steak with seasonal squash mac'n'cheese, chili-fried broccoli and oyster mushrooms," as well as their own take on sushi with their The Raw Deal menu.

1150 Queen Street
www.thedrake.ca

ROCK LOBSTER FOOD CO.

Seafood lovers can get all the classics at Rock Lobster Food Co., whether it's their raw oyster bar, a lobster roll or a surf and turf entrée, along with some interesting new interpretations like lobster poutine and jerk crab & shrimp. For the full maritime experience, their seafood towers, "The Crow's Nest" and "The Boss," offer an actual tower of shellfish delights to try and share.

2 locations
www.rocklobsterfood.com



L'AVENUE BISTRO

Exquisite French cuisine served in a beautiful cozy setting - what more could you want? Known for their friendly, attentive service that makes you feel instantly at ease, L'Avenue Bistro offers both knowledgeable drink service and high-minded fare such as fresh oysters, roasted & herbed bone marrow, and one of the best beef bourguignon in town.

1568 Bayview Avenue
www.lavenuebistro.com

THE BURGER'S PRIEST

Having made a sacred oath to redeem the American hamburger from the depredations of fast-food chains one burger at a time, The Burger's Priest takes a no-fuss approach to making the best burgers in town. Don't forget to

check out their website for the secret menu with special options such as a double cheeseburger topped with panko-crusted deep-fried jalapenos or mustard-grilled patties with fried onions.

3 locations
www.theburgerspriest.com

MANPUKU

Popular with students and Japanophiles alike, Manpuku is the go-to place for budget-friendly, delicious noodle dishes and other tasty authentic snacks. Try out their properly done (NOT deep fried) takoyaki, the bite-sized octopus puffballs, or enjoy one of their many varieties of udon noodles.

105 McCaul Street
www.manpuku.ca

CAPLANSKY'S DELI

Owner Zane Caplansky has been making headlines in the past year, between his second round on Dragon's Den and as one of the more vocal advocates of the food truck expansion in Toronto, but don't let that distract you from his deli's solid menu of breakfast and brunch items that could have come straight from your grandmother's kitchen. If you're feeling ambitious, "The Leaning Tower of Caplansky" offers a decadent feast of French toast, cream cheese, jam and beef bacon.

356 College Street
www.caplanskysdeli.com

BAR ISABEL

For those serious about all things meat and cheese, Bar Isabel offers top-notch authentic slow food with a Mediterranean flare including marinated sardine montaditos, Ibérico pork served rare and a whole or half grilled octopus that has been getting rave reviews.

797 College Street,
www.barisabel.com

"After a good dinner one can forgive anybody, even one's own relations."

— Oscar Wilde

ISSMI SUSHI

A hidden gem up in North York, Issmi may be small but what it lacks in size, it makes up for in presentation and attention to detail. Each dish arrives beautifully prepared and the ingredients are deliciously fresh. The "Love Boat" sushi set even arrives in a spectacular boat display! For sushi with a little extra kick, the Diablo special maki roll comes with both hot peppers and jalepeno peppers.

1984 Avenue Road,
www.issmi-sushi.com



BARQUE SMOKEHOUSE

Great for both the barbeque enthusiast and those new to the ways of the grill, Barque Smokehouse offers a variety of samplers that combine solid meat options like brisket, sausage or ribs with sides that bring something new to the table, such as creamy smoked cauliflower and smoked asparagus. Meat fans looking for something new should check out their smoked duck tacos.

299 Roncesvalles Avenue
www.barque.ca

PIZZERIA LIBRETTO

Seriously dedicated to making the most authentic Italian pizza in the city, Pizzeria Libretto uses a handmade pizza oven built in Naples to bake every Verace Pizza Napoletana Association-certified pizza crust to blistered, charred perfection. Pairing your slice of "Duck Confit", "Grilled Eggplant" or "Cacciatore Salami" pizza with wine from their equally-dedicated wine list will take your dining experience to the next level.

2 locations
www.danforth.pizzerialibretto.com
www.ossington.pizzerialibretto.com

GRAND ELECTRIC BAR

Featuring loud music, booze and authentic Mexican fare that doesn't hold back in the hot sauce department, Grand Electric Bar's unpretentious dedication to good times has people willing to wait for hours to get a table. There are three dollar tacos and specials like tuna cheviche to satisfy more conventional cravings, or if you are feeling more adventurous, check their ever-changing menu for something like their "Octopus el Diablo" or lamb tartare.

1330 Queen Street West
www.grandelectricbar.com

THE P&L BURGER

Proving that you don't have to sacrifice quality in order to give people different dietary options, the P&L Burger offers some thoughtful alternatives to your usual burger experience: instead of fries, you can opt for a kale Caesar salad; they offer a vegetarian burger called "The Big Tempeh" and all the burgers can come wrapped in kale instead of a bun, for those who eat gluten-free. Classic carnivores looking for a little something extra on their house-ground chuck patty should check out "The Castor," which comes with peameal bacon, crispy shallots and cheddar, or "The Italian" with its sweet and hot peppers, sautéed onions, mozzarella and marina sauce. ■

507 Queen Street West
www.thepnlburger.ca

Spring Summer

EVENTS SCENE Spring/Summer 2014



LUMINATO

JUNE 6 - 15

Events throughout the city.
Multidisciplinary Arts Festival.



NXNE: NORTH BY NORTHEAST FESTIVAL

JUNE 13 - 22

Festival stages throughout downtown. Music,
Film, Interactive, Comedy Art



TD TORONTO JAZZ FESTIVAL

JUNE 19 - 28

Various venues in the city. More than 350
performers with over 1500 musicians.



TORONTO FRINGE FESTIVAL

JULY 2 - 13

Venues across downtown. Alternative,
innovative, avant-garde theatre.



HONDA INDY

JULY 18 - 20

Exhibition Place. IZOD Indy Car Races.



SCOTIABANK CARIBBEAN CARNIVAL

JULY 8 - AUGUST 2

Exhibition Place and Lakeshore Blvd.
Caribbean music, cuisine, performing arts.



ROGER'S CUP

AUGUST 2 - 10

Rexall Centre at York University.
World Class Tennis



TASTE OF THE DANFORTH

AUGUST 8 - 10

Danforth Avenue. Food, culture, and music.



SCOTIABANK BUSKER FEST

AUGUST 21 - 24

Yonge Dundas Square, Trinity Square Park,
Gould Street at Victoria. High skill circus acts,
magicians, and other artists.

TORONTO



ASHKENAZ FESTIVAL

AUGUST 26 - SEPTEMBER 1

Harbourfront Centre - Canadian and world
artists celebrating Jewish music and art.

MONTREAL



TORONTO INTERNATIONAL FILM FESTIVAL (TIFF)

SEPTEMBER 4 - 14

Venues across the city. More than 300
films from more than 60 countries.

VANCOUVER



INTERNATIONAL CIRCUS ARTS FESTIVAL/MONTRÉAL COMPLÈTEMENT CIRQUE

JULY 3 - 13

Various venues. Parade, shows, demonstrations.



JUST FOR LAUGHS FESTIVAL

JULY 9 - 26

Various venues in the city. Includes
outdoor events, live comedy.



FESTIVAL INTERNATIONAL DE JAZZ DE MONTRÉAL

JUNE 25 - JULY 6

Downtown venues. Artists include
Tarantino, Trixie Whitley and Zappa.



TD CANADA TRUST INTERNATIONAL JAZZ FESTIVAL

JUNE 20 - JULY 1

Various venues. From Latin to electronica.



ANNUAL VANCOUVER FOLK MUSIC FESTIVAL

JULY 18 - 20

Jericho Beach Park - Music, dance, food, crafts.



HONDA CELEBRATION OF LIGHT

JULY 26, 30 & AUGUST 2

English Bay Area - Largest offshore fireworks
competition in the world.



CALGARY INTERNATIONAL BLUES FESTIVAL

JULY 28 - AUGUST 3

Shaw Millenium Park - Non-stop
main stage performances.



CALGARY STAMPEDE

JULY 4 - 13

Stampede Park - Western hospitality and
community spirit in world-class gathering.



HALIFAX JAZZ FESTIVAL

JULY 4 - 12

The Company House and other venues.
Concerts plus Jazzlabs which include
workshops and classes.



HALIFAX INTERNATIONAL BUSKER FESTIVAL

JULY 30 - AUGUST 4

North/South Boardwalk plus other venues.
Breakdancers, TribuNation, Acrobuffos
plus more...

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TORONTO THEATRE LISTINGS | SPRING - SUMMER 2014

THE BOOK OF MORMON



ED MIRVISH THEATRE

Jul: Return To Grace
Sept - Nov: Wicked

ROYAL ALEXANDRA THEATRE

Jul/Aug: Titanic The Musical
Sept/Oct: Our Country's Good

PRINCESS OF WALES THEATRE

Sept: The Book of Mormon

NATIONAL BALLET OF CANADA

Jun: Cinderella
Jun: Romeo & Juliet



TORONTO CENTRE OF THE ARTS

Jun: Little Lotus Fairies

SONY CENTRE FOR THE PERFORMING ARTS

Jun: STOMP Urban Dance Competition
Jul: Best of Fringe 2014

YOUNG CENTRE FOR THE PERFORMING ARTS

Jul: Twelve Angry Men and Borne
Jul: Angels in America, Part 1 - Millennium Approaches
Angels in America, Part 2 - Perestroika
Aug: Tartuffe
Aug - Oct: A Tender Thing
Aug - Oct: Glenn

BLUMA APPEL THEATRE

Jun: Lip Service Comedy Show in Support of the Alzheimer's Society of Toronto



JANE MALLET THEATRE

Jun: Roy Hargrove Quintet
Jun: Bill Frisell
Oct: St. Petersburg Quartet
Oct: Belcea Quartet
Oct: Songs of the Paradise Saloon

SHAW FESTIVAL 2014



AVON THEATRE

Apr - Oct: Alice Through The Looking-Glass
May - Oct: Man of La Mancha
Jun - Oct: Hay Fever

FESTIVAL THEATRE

Apr - Oct: Crazy for You
May - Oct: King Lear
May - Oct: A Midsummer Night's Dream
Jul - Oct: The Beaux' Stratagem

TOM PATTERSON THEATRE

May - Sept: Mother Courage and Her Children
May - Sept: King John
Aug - Sept: Antony and Cleopatra

STUDIO THEATRE

Jul - Sept: Christina, The Girl King



FESTIVAL THEATRE

Apr - Oct: Cabaret
Jun - Oct: The Philanderer

ROYAL GEORGE THEATRE

Jun - Oct: Juno and The Paycock

THE COURTHOUSE THEATRE

Jun - Oct: A Lovely Sunday For Creve Coeur

STUDIO THEATRE

Jul - Sept: The Mountaintop



Stratford FESTIVAL

SET YOUR Ashkenazi Free

A PEEK AT THE LINEUP OF THE ASHKENAZ FESTIVAL, SUMMER 2014

Aug. 26 - Sept. 1 at Harbourfront Centre, Toronto



ZION80 (NEW YORK)

Fela Kuti meets Shlomo Carlebach in an incredible Jewish Afrobeat explosion, featuring New York's finest downtown Jazz and Jewish-roots musicians.



SANDARAA

(BROOKLYN/PAKISTAN)

A stunning new ensemble exploring a vast range of South Asian musical styles, blended with the sounds of Eastern Europe and the Balkans.



ODESSA/HAVANA

(TORONTO)

Recent JUNO award winners for Best World Music, this multicultural ensemble cooks up a simmering stew of Latin-Jewish jazz.



BRIGA (MONTREAL)

Polish-Jewish-Quebécois roots come together with a TurboFolk edge, wrapped in heavy Balkan and Moroccan grooves and polished with lamenting Judeo-Arabic strings.



THE BRAIDED CANDLE

(OHIO/MINNESOTA)

The heymishe Klezmer violin of Steven Greenman meets the exotic virtuosity of Gao Hong's Chinese pipa (a plucked lute) in a dynamic, if unlikely, melding of disparate cultures and musical styles.



THE SARAJEVO HAGGADAH

(BOSNIA/LOS ANGELES)

Inspired by Geraldine Brooks' best-selling historical novel People of the Book, virtuoso accordionist Merima Kljuco presents a multimedia composition exploring the fascinating history of this most famous Jewish tome.



LEMON BUCKET ORKESTRA

(TORONTO/UKRAINE)

Toronto's 15-piece Balkan-Klezmer-gypsy-punk collective caps off a cross-Canada summer tour with a triumphant homecoming at Ashkenaz.



FORSHPIIL

(RUSSIA/GERMANY)

Yiddish psychedelic rock! Imagine The Doors and Pink Floyd with a hearty helping of Yiddishkayt.



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missing detail
is you!*



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