What Women Want

Coming & Going...
In the Spotlight
I’ve got a Secret!
my.tech

from Beaches to HOLLYWOOD
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Tips for budding natural gardeners

More and more gardeners are going green beneath the trees. Here are some tips to turn your garden into a pleasant, low maintenance sanctuary!

Don’t be too tidy
A bit of “weediness” is a good thing. Remember, bugs often prefer weeds to the plants you are growing. Also leaf litter and a woodpile provide critical shelter for over wintering butterflies and beneficial garden insects. Leave the snag from a dead tree and you might discover a woodpecker family using it as their new home.

Do use mulch
Shredded leaves and organic materials control weeds with little work, improve soil moisture retention, and restore the natural cycle by allowing nutrients to return to the soil through the fermentation layer.

Learn about the main alien invasive plants in your area
Make sure not to let these take hold in your garden. You can do this with weedy plants by preventing the plant from going to seed. For very weedy areas, use black plastic or a thick layer of cardboard and mulch to smother plants, or in the case of the black plastic, to cook them over the summer.

Don’t over water
Water only when absolutely necessary and when you do, make sure you do it slowly and deeply for a long time. Grass should be allowed to go dormant in late summer for a healthy natural rest.
Consider the supply chain
Your garden is its own eco system. As much as possible, try to close the loop at home by using your own compost, harvesting rainwater or creating a rain garden, recycling pots and plastic, supporting local organic native plant and heritage nurseries, and of course, sticking to natural organic products.

Once you have a diverse healthy ecosystem in your garden, many previous “problems” will take care of themselves, with little need for intervention from you.

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Anne Swoden, AICI CIP: Here’s Looking at You, is a certified image professional and President of the Toronto Chapter of AICI (Association of Image Consultants International).

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Watch out for the following fashion trends this spring:

- Lots of yellow
- Cropped jackets
- Dresses in all colours plus lots of black and white
- Dress shorts (just above the knee) worn with or without matching jackets
- Oversized sunglasses
- Tribal prints
- Peep toe shoes

We asked Image Consultant Anne Sowden to update us on this season’s “look”:

**Patterns.** This season anything goes from graphic prints and patchwork to Borals and stripes. The choice is yours. If you’re not sure about patterns, start with something simple like a top or scarf—yes, scarves are back again. Or, think about adding a patchwork bag or flowered clutch. Any of these items will update your look without being a major investment. Although the trend is to mix and match patterns, I think that is really only for fashion shoots. Real women need to keep it simple and stylish.

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*Courtesy of Helen Mills, Green Gardeners Community Collaborative Inc.  www.greengardeners.ca*
Summer Camps

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SETADNOISSES

(5 days per session)

July 7 to 11;  July 21 to 25;  August 18 to 22

(5 days per session)

July 14 to 18;  August 4 to 8;  August 11 to 15

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For girls and boys ages 3 to 5

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For girls and boys ages 6 to 11

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More businesses will be added. Visit www.BeachesLiving.ca
Entertainment Pass for a complete list of businesses currently participating in this program.

Purchase your Entertainment Pass at the Fox Theatre, or one of our participating businesses.

Participating Local Businesses
AIX-EN-TRIC Jewellery, 2144 Queen St. E.
Crown of Jewels Salon and Spa, 1230 Kingston Rd.
Denton Design, 2194 Gerrard St. E.
Ella Minnow Children’s Bookstore, 1915 Queen St. E.
Fox Theatre, 2236 Queen St. E.
GeniusLoci Fine Flowers, 2142B Queen St. E.
Gymboree, 1089 Kingston Rd.
Ivy's Parade, 2096 Queen St. E.
Joy’s Bistro, 884 Queen St. E.
Memories Now and ‘Then’, 992 Kingston Rd.
Mendocino Fashion Outlet, 2020 Queen St. E.
Motophoto, 2072 Queen St. E.
My Bump Maternity, 944 Kingston Rd.
Nevada Steakhouse, 1963 Queen St. E.
Paramedical Skin Health, 2120 Queen St. E. #201
Pippins Tea Company, 2106 Queen St. E.
Spaggiara Trattoria, 2318 Queen St. E.
Threads Lifestyle, 1842 Queen St. E.
Totto Spa and Salon, 2271 Queen St. E.

Enjoy Entertainment in the Beaches in a new way!

Beaches Entertainment Pass

my Pass
For $20 per single pass, enjoy a weekday* evening movie at the Fox Theatre and get a $17 certificate for one of our selected, local participating businesses (including shops and restaurants).

*Single movies passes are valid for Monday through Thursday only.

my family Pass
For $40 per family pass, enjoy Saturday* afternoon matinee at the Fox Cinema for a family of four (two adults and two children 12 and under), and get a $25 certificate for one of our selected, local participating businesses.

*Family movie passes are for Saturday afternoon matinees only.

More businesses will be added. Visit www.BeachesLiving.ca
Entertainment Pass for a complete list of businesses currently participating in this program.

Purchase your Entertainment Pass at the Fox Theatre, or one of our participating businesses.

Coming Soon…

Beaches Kids Program Open House is Coming in July

Watch out for a special Kids Program Open House in the BeachesLife June issue. It is a living showcase of all kids programs available in the Beaches for parents and their children to explore and choose. The programs are in all areas: music, sport, science, arts, computer, playgroups, tutors, after school programs, and much more.

If you have a kids service, or would like to participate in the Open House edition, let us know. We will send you more details.

Contact us at: Kids Program Open House kids@beachesliving.ca or call 416.690.4269
Katie Boland, Hollywood actress born and raised in the Beaches, isn’t shy about keeping her Toronto Beaches connection close to her heart. “To be able to grow up here [in the Beaches] was such a gift,” says Katie in a recent interview with Beaches Life, “There’s such a sense of community spirit. I miss it a lot when I’m in LA.”

At 20 years old and currently working on four Hollywood films, Katie returned to her Beaches home in Toronto this Easter to spend a couple of months visiting with family and friends, including her mom, Canadian film director Gail Harvey.

Like many Beachers, Katie attended Malvern Collegiate and made lifetime friends, including one of the most influential people in her life, her high school drama teacher, Mr. Lehrer.

Katie was a toddler when she saw her first film, Superman, at the Beaches Fox Cinema. Apparently she waved to her hero on the screen.

Since landing in LA, Katie has worked with many famous stars including Sir Peter Ustinov, Shirley MacLaine, Rachel Blanchard, Kirstie Alley and Scott Speedman.

Katie currently is working on four films: Adoration directed by Atom Egoyan, Growing Up with Rosanna Arquette, Dancing Trees (in which she plays an autistic savant) and The Note.

Her favourite CD is from a local band “Down With Webster” that started in the Beaches and has been popular with young people in the Beaches for years.

Katie’s #1 choice of food is Sushi.
"We didn't invent Barter we're just making it better."

- Increased sales
- Cash flow savings
- Higher return on investment
- A new source of credit
- Maintaining your price integrity
- Market share growth
- Inventory turnover
- Utilize excess capacity

“The Smart Business Exchange”

Email Tips
for effective communication,
at home and at work

1. First name
   Call your recipient by name. It is more personal and gives the feeling of one to one communication.

2. Name your subject
   Name your subject to attract your reader’s full attention and make it easier to retrieve the message later. Note that too attractive (or funny) a subject line might be interpreted as spam.

3. Send a quick reply
   Send a quick reply if you cannot get back to the sender right away so they know that you’ve received the message.

4. Get to the point
   Get to the point, stating the purpose of your message right after your greeting. Separate each topic (not more than 3) by paragraphs and limit content.

5. Copy & paste
   Copy & paste email addresses to avoid misdirected emails.

6. Attachment
   Tell people about attachment(s); otherwise they might not look for one.

7. Reply all – don’t
   Avoid REPLY ALL unless everyone really does need to know your answer!

8. Pick up the phone
   Know when to pick up the phone or visit face to face when email get confusing or you suspect any kind of miscommunication.
Only Three Performances Left!
Don’t miss out...

Available Performance Dates
Puccini’s La Bohème (Italian)
April 5, 2008, 1:30 pm – 2 hr. 55 min. Encore performance: May 3
Donizetti’s La Fille du Régiment (French)
April 26, 2008, 1:30 pm – 2 hr. 45 min. Encore performance: May 10

Participating Restaurants:
Ci Vediamo Ristorante, 416-694-5966, 1910 Queen St. E
Erato Passionate Greek Cuisine
416-465-1561, 1419 Danforth Ave.
Joy Bistro, 416-465-8855, 884 Queen St. E
Michelangelo’s Fine Italian Cuisine
416-698-4891, 1910 Gerrard St. E
Michelle’s Beach House, 416-691-4454, 1955 Queen St. E
Nevada Restaurant, 416-691-8462, 1963 Queen St. E
Spiaggia Trattoria, 416-699-4656, 2318 Queen St. E

S tore manager, Norton Abramson, estimates he has about 1,000 lamps and fixtures hanging from the ceiling, adorning the walls or decorating the floor. Customers also will find a wide assortment of lighting-related accessories such as lampshades, dimmer switches, and of course, light bulbs of all descriptions.

Living Lighting in the Beach represents leading North American manufacturers in the fashion lighting market, including brands such as Arteriors, Hinkley, Murray Feiss, Schonbeck, Casablanc, Juno, Kichler and Hubbardton Forge. The products range from decorative chandeliers, wall fixtures, to floor, table and wall lamps, exterior fixtures, landscape lighting, ceiling fans, track and recessed lighting.

A recent trip to Living Lighting revealed another pleasant surprise – the store offers the latest in home fashion décor beyond lighting. Displayed and tucked in corners and on walls is a selection of mirrors, framed prints and accent furniture.

Living Lighting offers free, in home technical and design consultation to customers through the services of its staff, including an interior designer. The service is a big help in estimating the number and placement of recessed lighting fixtures, or deciding the best way to provide adequate, attractive lighting in a particular room or space.

Better, spacious presentation
The space at 1841 Queen East may be new (opened May 2007), but Norton has owned the store in the Beaches for 21 years. He encourages both returning and new customers to experience the new, more spacious location.

If you’re looking for a unique, quality lamp or fashionable lighting fixtures at a competitive price, you’re bound to get lots of bright ideas at Living Lighting, in the Beach Home Decor (1841 Queen Street E).

...continues on page 16
“Customers want quality and unique styling”

More than just lights
For Norton, it’s not just about making that initial sale. Long-term relationships are the foundation of his business.

He describes a recent incident when a new customer came into the store looking for a particular fixture style. Norton encouraged her to have a closer look at items she might like better. She returned home more informed and determined to reassess what she needed before making her purchase.

“I came into the store just expecting to buy a light” she explained, “But now I realize I have many lighting options for decorating my home.” This, in the end, is what Living Lighting in the Beach is all about – making sure customers get what they really want.

1841 Queen Street, East
416-690-2544
livelighting@gmail.com

Classic Fireplace & Gourmet Grills
Get an additional $20...
With the purchase of a Prestige or Ultra Chef RB model BBQ
get a free cover, tool set and smoker tube.
Bringing this coupon and get an additional $20 worth of cooking or cleaning supplies.
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Save 30%

Ric’s Retro
AKA Ric’s Collectibles
155 Main Street
416-690-6399
Bring in this coupon and receive 30% off your purchase.
Expires: May 31, 2008

Mendocino Outlet
www.mendocino.ca
2020 Queen Street East • 416-690-7976
Present this coupon at the time of purchase and receive an additional 10% off. Coupon good for one purchase only.
Expires: June 10, 2008

Jaimco Pays all the taxes!
www.jaimco.com
631 Kingston Road
416-691-7070
Present this coupon at time of purchase and Jaimco will pay the tax.
Valid for 1 invoice only.
Expires: June 10, 2008

Free Home Estimate
992 Kingston Road • 416.690.0511
Free home estimate on your furnishings for consignment with this coupon. One coupon per household.
Expires: May 31, 2008

Classic Fireplace & Gourmet Grills
Get an additional $20...
Welcome new neighbours
East on Queen, 2066 Queen St. E.
HSBC Bank Canada–Beach Branch, 1847 Queen St. E.
Tails, 1953 Queen St. E.
Tex Mex Connection, 1959 Queen St. E.
Natural Fit (coming soon), 1983 Queen St. E. 2nd floor
Amuse, 1975A Queen St. E.
Bikkuri, 2197 Queen St. E.

On the move
Club Ink, Moved to 2195 Gerrard St. E.
Inner Directions Relationship Centre, Moved to 1560 Queen St. E. Suite 202
Quilter’s Garden, Moving to PEI. 1-888-262-5925
Rose Garden & Home Decor, Moved to 998 Coxwell Ave.
Syllogy Custom Framing & Mirrors, Moved to 1919 Queen St. E. (across the street)

Re-openings
Nevada Steakhouse, 1963 Queen St. E.
Reopened in early April 2008, after renovation
Yummy Yummy Ice Cream Parlour, 1921 Queen St. E.

Thank you and best wishes
Beach Corner, 2100 Queen St. E.
Bliss Hair Design, 2198A Queen St. E.
Formcraft FC Fine Jewellery, 1885 Queen St. E.
Froosh Handmade Body Treats, online www.ifefroosh.com
Gardenscape Ltd., online www.gardenscape.ca
Closes after 10 years. They will be missed in the Beaches community.
Home Concept, 2144 Queen St. E.
Queen Bargains, 2116 Queen St. E.
Shananigan’s, 1846 Queen St. E.

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

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More space, larger selection and quality service...
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$100 off any custom mirror (min. order $300)

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Your community HUB in the Beaches
www.beachesliving.ca

Beaches|life
is published six times a year:
February, April, June, August, October & December.

For the June issue, the deadline is June 1, 2008.

For Advertising Information call 416-690-4269, or email info@beachesliving.ca

Reopened under new ownership. Same great menu with more vegetarian options, friendly and inviting new atmosphere.

Join us on Tuesdays for cocktail night on the patio or enjoy the weekly prix fixe in the dinning room.

Our bright and spacious second floor viewing room is ideal for meetings, events and celebrations. Catering now also available.

Come in and experience Nevada’s again for the first time.

1963 Queen St. East 416.691.8462
Mon - Fri: 10:30 am - 10 pm, Sat - Sun: 9:30 am - 10 pm
Joy Bistro offers exceptional and ethical food. We use local produce, naturally-raised meats and sustainable fish. Seasonal menus reflect the finest of Ontario's agriculture. All our pickling, preserving and smoking is done in-house. That way we can ensure the best quality year-round and leave the smallest environmental footprint we can. During our lush Ontario growing season, expect only the freshest and best of our local bounty at Joy.

Chef Bryan Burke