So long summer... no, not yet

Top 10 fashion trends this fall

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Beaches Life
Luxury Home Appliances

On the Cover
Jesse Cook: from Paris to the Beaches

5 things you can do to turn that end of season pressure into your best summer ever

My secret Beaches spot?

Neighbourhood Updates

Top 10 fashion trends this fall

Luxury Home Appliances

JENN-AIR. KitchenAid Amana.

ZERO items in your Inbox (0)

Beaches entertaining gift

What can we do for you today?

Beaches life your community HUB to the Beaches www.beachesliving.ca

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Beaches life is the sister publication of Beaches Living Guide (established 2004). Beaches life magazine, with a circulation of 20,000, is delivered six times a year, free of charge, to the majority of households and businesses in the greater Beaches area. Your comments and suggestions are welcome.

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DISCLAIMER: Beaches life made every attempt to verify all information published in this guide, however, we assume no responsibility for any incorrect or out-of-date information.

Beaches Life

September 2008
On September 7, Juno winner guitarist Jesse Cook is playing along with many other artists at the “B.A.C.K. the Beach” Awareness Concert in Kew Beach Park.

Raised between the Beaches and France, Jesse Cook is a Toronto-based musician. He blends jazz, Latin, and world music to create a unique Nuevo Flamenco style.

Born in Paris in 1964, Jesse first picked up a toy guitar at the age of three. After moving to Canada, Jesse began lessons in classical and jazz guitar. He then immersed himself in the oral traditions of Gypsy music. This unusual dichotomy gives him a wide range of musical tastes and a style of music loved by fans worldwide.

Jesse has recorded six critically acclaimed studio albums and has traveled the world. In addition to head-lining concerts and festivals, he has opened for such legends as B.B. King, Ray Charles and Diana Krall.

In 2001 Cook won his first Juno Award in the Best Instrumental Album category for “Free Fall.” In 2008 he was nominated for two Juno awards.

In an interview with Jesse, we learned:

Jesse grew up in the Beaches. He has performed worldwide in places such as Singapore, and headlined at the Dubai Jazz Festival.

Jesse’s favourite guitarist is Vicente Amigo. “He is a fantastic Flamenco artist from Spain. I am also a huge Lhasa fan.”

Jesse wants his fans to know that he is performing at the B.A.C.K. the Beach concert in support of a local cause. “I am frustrated by developers turning my favourite parts of Toronto into high-rise condos... I hope people will come out on September 7 and help us prevent the Beaches from becoming the latest victim.”
5 Things you can do to turn that end of season pressure into your best summer ever

Thinking that summer flew by too quickly? You’re not alone. With school about the start, most of us have no choice but to begin to get a bit more serious for fall, planning, scheduling, and getting organized once again.

Stop for a moment! Stretch out summer by doing one or more of the following:

Relax with friends and family
Find out how many days are left before the end of September and set aside some days and evenings for yourself, family and friends.

Call some friends
Are there people who you wanted to get together with over the summer but somehow, it never happened? Invite them now for that summer barbecue or picnic in the park!

Tackle one project on your “To Do List”
Pick one project that you know you need to do — maybe not your favourite but something that has to get done — and finish it while the weather is warm and daylight stretches into evening.

Go on a daytrip
Visit one place outside your neighbourhood; gallery, museum, country side markets, and get away without worrying about the gas!

Keep summer memories alive
Download your favourite summer photo onto your computer screen so summer stays with you a little longer!

Tell us what you did, and why you are glad you did it and email us at life@beachesliving.ca

Top 10 Fashion Trends

Watch for

1. Skinny Jeans for the skinny legged
2. Wide leg pants, worn long (skimming the ground!)
3. Boots: both knee high and pointy-toed ankle boots. Wooden heels are very “in”.
4. Long sweater vests
5. Short swingy skirts
6. Corduroy blazers and plaid coats

Accessories

7. Slouchy carryall purse, in bold colours and patent leather
8. Leather belts with bulky metal buckles
9. Soft, beautiful bohemian patterned scarves made from wool, silk or cashmere
10. Chunky artisan jewelry crafted from organic and/or recycled materials

Colours

Bright bold colours: ochre (Deep yellow), purple, shitake (mid brown) and burnt orange.
When you wear multiple hats – selling, marketing, buying, analyzing, investing – you keep your eye on industry trends. You try to keep up with what is happening in the world around you, stay informed, and make wise choices.

Magazines arrive almost daily along with newspapers, flyers, and various publications. That’s when you suddenly realize that everything you pick up these days talks about being green, doing green, and being more green.

Then one day a publication arrives that is twice as thick as all the rest, with a special “green insert” explaining why going green is so important and how we can all make a difference.

The message is good. You pay attention to it. But you wonder, how much more paper, how much extra energy was put into this message? It’s not just the paper; you think about the extra ink, film, design time, transportation, storage and delivery.

You may end up removing the green section so you can actually hold the publication and read it more easily. That is when you wonder if the message is being received or simply tossed aside, hopefully in a recycling bin.

It is a dilemma communicators face – how to get out an important message in a way that gets attention. But if you truly love the planet, is this the way to really demonstrate being green?

Is it time for more green talk….
Or do we focus on doing more, “green”? 

We’ve all heard “an apple a day helps keep the doctor away,” but here are some apple tid-bits you may not have known.

- Apples are the most varied food with over 7,500 varieties throughout the world.
- McIntosh apples were discovered by Canadian John McIntosh in the late 1700s.
- On average a Canadian eats, 86 apples per year.
- Apples ripen six to ten times faster at room temperature than in the fridge.
- Apples are fat, sodium, and cholesterol free.
- The largest apple ever picked weighed 3 pounds.
- All apples have 5 seed pockets, each with a seed.
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The Apple Computer logo symbolizes knowledge (the biblical apple was the fruit from the tree of knowledge). The bite out of the apple could also be pronounced “byte”, a computer technology.
Dive into full colour printing with Club Ink.

Don’t settle for one colour.

Get Your Signs Printed In Full Colour

What can we print for you today?

Shane Clodd’s sculpture, “The Moirai,” tells the tale of three sisters. Known as the Three Fates, they were believed to be responsible for one’s past, present and future. They include Clotho, who spins the thread of life, Lachesis, who weaves the fabric of one’s actions, and Atropos, who snips the thread at the end of one’s life.

Edward Freeman

Congratulations to... Henry Hlady, Martha Rieser, Valerie March, Cindy Curley and Rob Sharples for knowing that July’s secret Beaches spot was the door to the beach from the big white house on the waterfront (between Neville Park and Munro Park). The winners will be contacted to choose their movie passes.

Answer to Win

Do you recognize this view? If you can tell us where the photo was taken, you become eligible to win a movie pass for two for the Alliance Cinema in the Beach or the Fox Theatre. Three winners will be chosen. Send in your answer by October 1, 2008.

Email your answer to: info@beachesliving.ca

Your Secret Beaches Spot

Send us a photo by email or mail plus a 75-100 word description of your Secret Beaches Spot and Beaches|Life may feature your place (not so secret now!) in an upcoming issue.

Email us at: info@beachesliving.ca
The list includes large format posters (even as few as one copy if you want!), large format printing on canvas or vinyl fabric, large and small magnetic signs, long banners, labels of every size and shape, backlit signs, or as Warren describes, “for us, the sky is no longer even the limit!”

Warren's grandfather started in the sign making world three generations ago. In the 1960's, his father's work included sandblasting out the subway signs for the new subway stations in Toronto. Today, however, Club Ink confines its work to the miracles of digital printing and its almost countless applications.

Club Ink customers include numerous agencies and marketing companies who know they can rely on Warren for fast turnaround and competitive trade pricing. Club Ink also does work for local and Toronto business owners looking for everything from outdoor and indoor store signs, magnetic truck and car signs, reflective decals that light up at night, promotional and branded stickers. Retail clients include those who wish to enlarge a favourite photo for mounting, or perhaps transfer onto canvas to make framed prints.

Club Ink's digital press prints up to 5 feet wide. The cutting equipment can create any shape, resulting in custom letters and logos and various shapes for stickers or decals. The press prints on a range of materials, from paper and heavy card stock, to vinyl, canvas, magnetic board, etc.

Recently relocated to the Main and Gerrard store, Warren's vision for Club Ink is “a cafe where customers walk in with their laptop to get something done, find out about the options that will work for them, then either wait or come back.”

“Our machines are here for you,” says Warren, “Now, what can we print for you today?”

Club Ink is located at 2195 Gerrard Street East, just west of Main Street.

Welcome new neighbours
Chabad – 2273 Queen St. E.
Cook It – 1835 Queen St. E.
Enchanted Teak – 2138 Queen St. E.

On the move
Daniela Beauty Salon – Moving to 2493 Queen St. E.

Thank you and best wishes
Little Richards Coin Laundry – 2483 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 next Beaches|life magazine. Contact us at: info@beachesliving.ca or 416-690-4269.

Signs of our times
Three generations of sign creation and still printing!

A visit to Club Ink teaches you more about sign production in the 21st century than you may have ever thought possible. Formerly an industry known for hand painted letters and screen printing, the pristine Club Ink at Main and Gerrard is a quiet, clean shop with digital equipment to fill your every sign requirement – and much, much more.

“We’re not about printing business cards and brochures”, explains the owner Warren Vesak. “But most people come here and find there are many services we offer that are new to them.”

items in your Inbox (0)
Like most people, you probably empty your mailbox at your front door or hallway every day. Then you sort your mail, recycle some and keep the rest, probably in just 3-4 piles.

But do you use your computer mailbox the same way? If you are like most people, probably not.

Here are three easy steps to a more organized, and less crowded computer inbox!

Step 1: Set-up for folders
Create mail folders for each key area, but keep it to a minimum – up to 5 main folders:
- Business/Work
- Personal
- Delete/Saved Info or Archive
- To Do/Action

Step 2: Sort your mail
When you check your email, sort messages immediately into the different folders. This will make it easier to answer your messages, prioritize, and save key information.

Step 3: Empty your inbox
Empty your email box, like you’d empty your home-mailbox.

Start with deleting messages that sit around for more than 6 weeks. You might risk losing something, but it cannot be too important if you have not needed it for over 6 weeks.

Scroll down your remaining emails, review and sort them into your folders. Once you get into the habit of sorting, you’ll get faster at it and better at knowing what to keep, and what to delete.

Try it, you will feel good!
Beaches Entertainment Pass

Finding the perfect gift has never been easier

The Beaches Living Entertainment Pass is the perfect gift to give to family, friends, neighbours, employees, coaches or teachers.

It’s the perfect gift because:
✓ it’s easy to buy
✓ it fits your budget
✓ everyone loves movies and shopping

Each pass gives you a movie, plus your choice of a restaurant meal or special shopping treat. Good at many participating shops and restaurants in the Beaches neighbourhood.

My Pass is for 1 person.
My Family Pass is for 2 adults and 2 children.

Visit www.BeachesLiving.ca for a complete list of participating businesses.
Purchase passes at the Fox Theatre (2236 Queen St. E.), or one of our participating businesses.

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Vocals
Violin
More...

* Enrolments are based on a first come first served basis.

Hours:
Mon, Tue, Wed, 9 am to 4:30 pm
Thurs, Fri, 9 am to 7 pm
Sat, 9.30 am to 3 pm

Royal Bank Leslieville Branch asks:

What can we do for you today?

The Royal Bank Leslieville opened its doors a year ago (Sept. 2007) as a brand new branch looking for brand new customers. Almost 12 months later, the beautifully appointed branch has established a strong reputation in the Beaches and Leslieville community as super friendly and service-orientated for both retail and small business customers.

Branch Manager Erin Shields credits this response with the overall approach that asks, “What are you getting from your bank?” Erin makes it a priority to continually train and coach staff in how to offer wholistic financial advice and top notch service.

“Customer services”, she explains, “must start from the first point of contact – the moment someone walks in the door”.

RBC Leslieville draws most of its customers from local businesses, and/or residents who commute to and from Leslieville and the surrounding area. They stop off at the new shopping centre at Lakeshore and Leslie, finding it is convenient to do their banking there.

Although the Royal Bank “head office” recommends standard hours among branches, Erin adjusted the branch’s hours to correspond with those of the surrounding stores. It’s all part of the overall desire to make the community the number one focus. Erin’s no stranger to the community, having spent the past seven years serving RBC branches in the Beaches. She also hires staff from the neighbourhood if possible.

So what are customers saying about the Leslieville RBC? Word of mouth is definitely spreading and it’s the staff that’s getting everyone’s attention.

“This is the friendliest branch I’ve ever been to,” stated one happy custom. “I’ve heard about this branch!” claims another.

Erin is making sure this trend continues. “People in this area expect exceptional care,” she explains, “they know what is acceptable and what is not.” “We have to get it right the first time.”

RBC Leslieville is particularly suitable for personal and small business owners who need advice and services that combine both personal and business needs. In preparation for small business month this October, Sr. Account Manager Joanne, has been busy visiting local business owners. This will culminate in a special small business event by the branch in October (watch for details in Beaches Life!)

“There are so many different needs among our clients,” says Erin. “The goal of our staff is to help our customers reach their financial goals – whether these are simple or complex.”
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Beaches Living connecting you and your customers

Nine reasons why Beaches Living is your best connection to the Beaches community.

1. Bringing businesses to our residents, twice a year for the past five years...
   - as the Beaches premier business and community guide
   - published twice a year with a 40,000 circulation
   - hand-delivered Door-to-Door in the Beaches, Riverdale, Leslieville, Birchcliff and the Bluffs
   - distributed at over 45 hotels in downtown Toronto
   - available 24/7 at beachesliving.ca
   - APEX-Award Publication of Excellence winner in 2007 and 2008!

2. BeachesLife brings you up to date business news and community information...
   - published 6 times per year, and delivered Door-to-Door to over 20,000 homes and businesses in the greater Beaches area
   - features local businesses and community updates
   - readers enjoy the helpful, fun and interactive articles and personal stories in BeachesLife

3. One stop marketing for small business
   - If you need any marketing services such as graphic design, poster printing, distribution, web design, etc. please ask us about our one stop marketing solutions for small businesses.

4. www.beachesliving.ca
   - The best community info hub online - includes a directory showcasing local businesses.

5. Live Opera and Fine Dining in the Beaches
   - Creator of the highly successful Beaches’ Opera and Fine Dining experience held at Beaches Alliance Cinema and local restaurants.

6. An event showcasing all kids’ programs available in the Beaches!
   - A free Open House for parents and kids to learn about and explore kids’ programs and opportunities.

7. Beaches Entertainment Pass
   - Beaches Living brings together local businesses to create an entertainment experience with a movie, dining and shopping.

8. Beaches Contests and Photos
   - Organizes community contests (My Secret Beaches Spot, Halloween Decorations, etc.) and online photo galleries of community and business events.

9. A team of friendly Professionals
   - We will help you meet your marketing needs to promote you and your business.
Totto, Beautiful Spa, Beautiful You.

Our new expansion includes:
- Roof top salt water hot tub
- Roof top massage
- Double massage room with waterfall
- Lakeview pedicure lounge

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