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Durham Region Community Publication

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Spring 2018

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From the Publisher

Happy spring, folks! I am so happy that spring has finally arrived, especially after the winter we just had! If you read my letter in the fall issue, I had my fingers crossed that Mother Nature wouldn't dole out too harsh a winter season. Well, I guess she didn't heed my request because, what a winter it was with the snow, frigid temperatures and frequent cold alerts! Anyway, spring is here and warmer temperatures are on the way, and I am looking forward to that.

What's new at The Local Biz mag? We are still on the lookout for an ambitious and diligent young teen or tween to take over our teen column, so if anyone is interested in this amazing opportunity, please email our editor Wendy. For this issue, fitness expert Bianca Schaefer has written a guest column about when tweens and teens should start working out; you can find it on page 31.

Our psychic columnist Sue-Ann is back after a short break last issue; you can read her column on page 35. All our regular columnists as always have some awesome content for you, so make sure to head on over and see what they have to say.

For features this issue, we asked a local landscaping company to give us their expert advice when it comes to revamping your outdoor space. What do you envision for your space? Do you DIY or hire a professional? What are the important things you need to keep in mind when tackling any outdoor project? Check out Scenic View Landscaping's article, *Enhancing your Lifestyle with Outdoor Living* on page 24 to learn more.

Finally, we asked naturopathic doctor, Dr. Kate Klein, to enlighten and educate us about naturopathic medicine, so if it's something you're interested in learning more about, you'll definitely want to read her article, *Spring Into Health...Naturally* on page 19.

I hope you enjoy reading our Spring 2018 issue, and I'll catch up with you in the summer!

Antoine Elhashem
Publisher

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From the Editor

Typically, the words “spring cleaning” refer to your physical space – getting rid of physical clutter to free up space in your house for the things you really need. But what about doing the same thing for your mind? Getting rid of mental clutter in your mind that isn’t serving you well, to free up space for what is serving you well.

It seems logical, right? Yet, how many of us do this? Intuitively, we know we should, as it’s not only good for our mind but also our body to take the time to engage in this “mental clearance” if you will. Perhaps it is because the task at hand seems daunting. How do we clear out something that isn’t tangible? It seems impossible...

Can we really control what is going on in our minds? It doesn’t seem like it sometimes... But you can, according to writer and wellness blogger Tara Richardson. It just takes a little—okay, a lot—of practice. From developing a growth mindset, to neutralizing your negative thoughts and living according to your values, Tara shows you how to slowly transform your mental space so it is a healthier place to be in. Reminder, it’s not easy and it requires a bit of intentional work, but the results are so worth it. Give it a try and you may be pleasantly surprised. Check out her aptly titled article, *Spring Cleaning Your Mind* on page 8.

Speaking about intentional living and avoiding tasks that seem daunting, how have your 2018 new year’s resolutions been going? It’s spring now, so either you’re well on the path of achieving your resolutions and goals, or you’ve given up. If you fall in the latter category, you may want to flip over to page 13 and read Melissa Last’s article, *Setting Goals with Soul* to discover why the typical goal setting may not be working for you, and how to set goals the Desire Map way. It’s worth a read if all other methods have failed you thus far.

I hope you enjoy reading this issue of the magazine. As always, feel free to send me your feedback on it. If you would like to pitch a story, or write for us, you can reach me at editor@thelocalbizmagazine.ca

Wendy Chiavalon
Editor-in-Chief

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Spring Cleaning Your Mind

by Tara Richardson

It is spring again which means...drum roll...spring cleaning! I can practically feel your excitement coursing through your body as you read this. But while cleaning physical clutter is good for you (as best-selling author, Marie Kondo explains in her book *The Life-Changing Magic of Tidying Up*), this article is about a different type of spring cleaning. This is for your mind.

During winter, it's easy to get bogged down by the winter blahs. "Blahs" like overspending at the holidays, making and breaking New Year's resolutions or ruminating endlessly about past mistakes. The cold weather, lack of sun and shorter days also don't help, especially if you're already in a "blah" mood. It's so easy to feel weighted down. But it's time to stop carrying all this mental clutter around like a heavy winter sweater! Free up some mental space so you can start prepping for spring, and the beginning of warmer weather and greener grass.

Practicing a Growth Mindset

The flowers are beginning to grow, and so should your mindset. According to Dr. Carol Dweck, author of *Mindset*, there are two mindsets a person can endorse: a fixed mindset or a growth mindset. A person with a fixed mindset is more likely to believe statements such as, "intelligence is innate" or "talent is something you are born with," while a person with a growth mindset is more likely to believe "if I work hard enough, I can be smarter at this or, I can be more talented at that."

An important word for the person in the growth mindset is 'yet'. Saying, "I can't do this YET" is empowering and encouraging, whereas "I can't do this" only makes you feel bad and you will probably cease striving for this particular goal. The good news is that you can adapt a growth mindset at any time. Some tips for doing so include:

- asking yourself questions about what you can learn from this experience (instead of attributing it to being a failure)
- discovering what your strengths are and brainstorming how you can use them in this situation
- focusing more on what is going well in every situation (while placing less emphasis on the bad)

As my former positive psychology instructor Dr. Greg Evans says, "a growth mindset doesn't necessarily mean you will succeed; it means you're giving it the best chance".

Neutralizing Negative Thoughts

It's not easy, and sometimes not feasible to think positive thoughts when you're in the midst of an emotional mind. Which is why it might help to simply neutralize the negative thoughts instead of saying positive affirmations that mean nothing in this moment. (Not that there's anything wrong with positive affirmations. If they work for you then go for it!)

For example, you're irritated with yourself for getting a parking ticket. All you can say to yourself is, "You idiot! How could you have not noticed the fire hydrant there?!" Obviously, this situation can't be fixed with positive thinking because you still have to pay the parking ticket. But what about if you were to say instead, "That was silly of me. Let this be a lesson to me to pay attention to my surroundings from now on". And then engage in self-compassion, reminding yourself that even though you feel lousy, many people get parking tickets all the time and you are just human for making this mistake.

Another example is the job interview. Let's say you did well in the interview and feel a little hopeful that this time you will actually



get the job. You don't. Your brain's automatic reactions depend on your personality, but likely you will have different thoughts, many negative ones like, "Of course I didn't get it. (Insert self-deprecating remark here.)" Or, "They're so useless anyway." But if you were to neutralize the negative and practice your growth mindset you will see that perhaps this position was just not the best fit for you. It doesn't mean you won't be disappointed – you will– but it means that you are choosing to learn from this experience (for example, by getting feedback from the interviewers which you can then incorporate it into your next interview), still having hope that another better-suited job will come up.

Once you get your negative thoughts to neutral, then it's a lot easier to find positives from there, instead of immediately countering a negative thought with a positive one.

Living According to Your Values

Are you spending enough time in the area you value most? What do you value? It may be tangible, like family or friends, or it can be something a little more complex like faith or authenticity. We all have our own value systems that we are driven by. Sometimes we lose sight of our values, or our values overlap and complicate our lives.

For example, let's say you value cherishing and nurturing your family but you work frenetically at the office to pay for the bills, the kids skating lessons, day care, etc., and the only time you really get to even converse with your kids is on the weekend...but you're grumpy because all you want to do is catch up on missed sleep. What's the solution?

Sitting down and observing is the first step: "I am currently living like this. In an ideal world I would want that instead." Often it comes down to making a compromise. So maybe this hard-working professional goes into work at 6am so he can leave by 4pm to pick up the kids from school. Not everyone can swing this but be creative when brainstorming solutions until you're content with the outcome.

If you're not sure what you value then it's time to do a reality check. One activity derived from Paul J. Meyer, founder of Success Motivation Institute Inc. is the wheel of life, where you rate each domain of life. Learning, money, working, helping others, fun, relationships, physical well-being, love, and spirituality are shown in this particular life wheel but you can use any relevant headings.

Draw a circle like the one on the next page. The outer layer of the circle represents a 10 (completely satisfied) and the inner-most circle represents a 1 (completely dissatisfied). In each life domain, shade in the ring that you decide best suits your satisfaction level. When doing this activity, ask yourself: What's working? What do I want to change? What numbers would satisfy me if the wheel was balanced? It might not mean all domains are 10's but it might be making that compromise and being content with 7's if need be.

For example, I rated my physical health at a 7. I eat a healthy, vegetarian diet but I think I need to reduce or cut out my sugar intake. I exercise almost daily and feel strong and fit. I would like to be able to have a stronger upper body and am striving to be able to do push-ups. What I recognize is that although I am not a 10, I am quite content with my physical health, and perhaps it doesn't need to be a 10 for me to be satisfied, but imagine if you're a 7 and you could be a 10? Wouldn't that feel amazing?

Life Learning Questions to Ask

Taking the time to reflect on your life is an important task, and a necessary one, in order to declutter your mind from all the "stuff" that isn't serving you well. When you are self-aware of where you have come from, you can determine which direction you want to head towards.

The act of reflecting on our lives however, is not always easy and can be an unpleasant feat at times. But it is also what drives us to make positive changes. And although making changes, as positive as they may be, is downright hard, scary, and time-consuming, this is your life and isn't it worth the extra effort to know that you are living according to your values, according to your hopes and dreams?

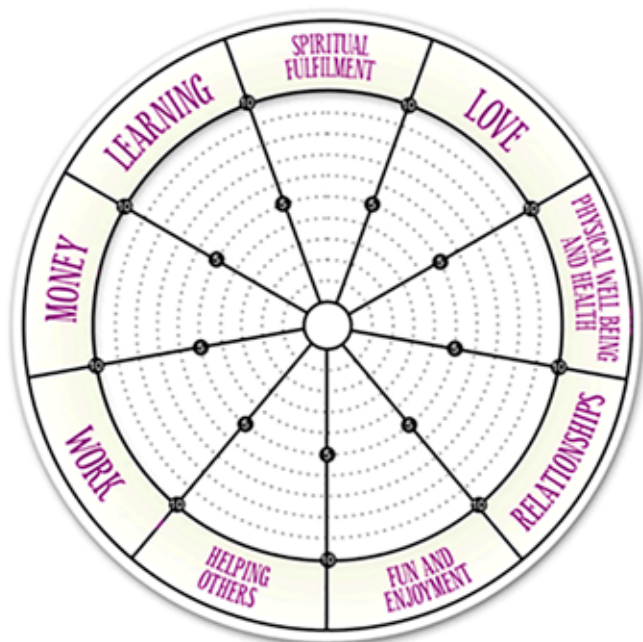


Image Source: 'Certificate in Applied Positive Psychology Manual by Emiliya Zhivotovskaya. To download a slightly different life wheel, go to www.startofhappiness.com/wp-content/uploads/2012/06/wheel-of-life.jpg

Here are some questions to consider when doing a mental spring cleaning session:

1. Are the people in my life helping me or bringing me down? Which relationships do I want to cultivate instead?

It's time to burn bridges with Negative Nelly and build bridges with Realistic Rosie or even Optimistic Oliver. Being sucked into negative energy all the time is draining. Revive yourself with people who you truly enjoy being with.

2. What do I want to accomplish this season? How can I keep on top of everything that needs to get done?

My favourite method is keeping lists. Not just simple lists, but complex lists that are basically defining each and every action step I need to take, and by when. This helps to keep me focused when I am partaking in my everyday tasks. Another helpful hint might be to keep a detailed schedule, either in print or online, because research shows that when you schedule your time you are more likely to stick to your schedule and actually get things done.

3. Are my thoughts serving me?

Let's elaborate on this question. For example, not all single people, but many single people will have the thought at some point that they are either unlovable, less than, or insert some other sad word here. Asking them the question, how are your thoughts serving you, they respond (obviously) negatively. Ashamed, lonely, sad, maybe even bordering on depression.

Are these emotions motivating them to make a change? No, because they're so stuck in their thoughts and negative emotions that they can't see the larger picture, in that they actually want more in their lives. Thinking about it with a positive twist may help them take actions to improve upon their love lives by checking out a new dating website, or stopping feeling sorry for themselves. They can't be reveling in their sadness AND be motivated to make changes at the same time. Instead of thinking, "I'm always going to be alone"; it

might be more useful to think "I need to put myself out in the dating world if I want to find a partner".

4. What has gone well this winter? How did I contribute to making these good things happen?

It's important to recognize your own accomplishments and how you made them happen. Sometimes when things go well, we don't give ourselves enough credit. This question makes you think about all of the positives and what it was you did that made these good things occur. The take home message: you have more power in the positives in your life than you realize.

5. If I could only do one activity every day, what would it be? Can I find some time to work it into my busy schedule?

Many people will say they love a certain hobby, for example, music. But when you ask them when they play, they respond with statements like, "I can't fit that with work and home and all of the things I need to get done every day". This is a ludicrous excuse! You can easily carve out a half hour window each day to relax and enjoy your special hobby. Can you get your kids to jam along with you? Or teach them? Can you put them to bed and instead of browsing Facebook, take some time to go in the garage and play? There's always time to fit what you want in your schedule – it's just a question if you really want it.

6. How am I coping with life's ups and downs? What can I do that would help me relax more?

This question begins with "how", because you need to respond with more than a one-word answer. It's always good to assess your coping skills and attempt to get rid of maladaptive coping like smoking, over-eating, working too hard, people-pleasing, etc. It may be difficult but I encourage you to try new coping techniques until you find some that work best for you. I personally love art journaling when I am feeling upset and I know others find comfort in music, writing, and hobbies.

Coming up with relaxation strategies are important to keep you balanced, especially so that you don't hit Burn-out with a capital B. Various research studies cite that being mindful in life improves one's quality of life, and this applied to people with cancer, chronic pain, mental illness, and others struggling with health challenges.

7. What positive emotions do I want to elicit this spring? What do I need to put in place in order to feel good?

Visualizing can be an effective way to elicit the feelings you want to feel, and can be very powerful if done properly. In a study by Shackell and Standing (2007), athletes were prescribed to conditions of visualizing or not visualizing themselves exercising. Those who mentally prepared for their sport were 24% stronger compared to the control group who did not significantly improve in strength.

It's also helpful to understand past positive emotions you've experienced, as you can use what's worked in these situations to drive your next actions. A good idea is to put a wellness plan in place, writing down things that make you feel good, satisfied, or content, and then set intentions to improve the frequency of these emotions. Your wellness plan might include things like: seeing family every Sunday for brunch, sticking to your exercise regime, eating healthily, playing on Pinterest once in a while – whatever you most value should make the list but also leave room for downtime.

8. What am I grateful for?

Research has shown that people with grateful hearts are happier and healthier. Need I say more? Thanksgiving is not only once a year.



So...

Spring cleaning your mind is just as arduous as removing the physical clutter you've accumulated over the winter, but this process is absolutely vital to your well-being. Take the time to sit down and reflect on your mindset, negative thoughts, values, and ask your soul important questions. By doing so, you will be refocused and motivated to live according to the life you have envisioned. And remember, any time you fall back into old thinking traps just be patient with yourself; your brain has built the pathway to negativity

for a long time but the good news is that you can create new positive pathways with practice.

Tara is a wellness blogger for The Local Biz Magazine who is in the process of writing her memoir on finding hope and meaning while living with a mental illness. Tara loves the concepts of positive psychology, incorporating them into every aspect of her life and spreading the message on the science of well-being.

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Setting Goals with Soul



by Mellissa Last

How do you want to feel?

**Free? Purposeful? Creative? Lit up?
Abundant?**

**What do you need to do so that you
can feel this way?**

These are the questions you should be asking yourself before setting your next goal, according to Danielle LaPorte, the author of the best-selling book *The Desire Map*. The premise behind *The Desire Map* is that when you set a goal, what you're really hoping for is the *feeling* you think attaining the goal will give you.

You're not chasing a goal, you're chasing a feeling.

For example, let's say your goal is to get a particular job. If you think about it, it's not the job per se that you want, it's the feelings you want to experience related to the job. For instance, when you're doing the job you may feel creative, valued, respected, or heard. But it could be more than that. Perhaps the feeling you are craving is more related to your experience of telling people you got the job. Or it could be

the feeling you imagine on the day you receive the news you finally landed the job. It could even be the feeling you think you'll experience when you receive your pay cheque at the new job – or the things and experiences you'll create with the money. These could all be very different feelings, or incredibly similar feelings.

How Do I Want to Feel?

It's important to ask yourself "how do I want to feel", as it will give you the clarity to set the right goal – a goal based on how you want to feel. When you do this, you're turning your goal setting inside out and putting your heart at the center of your goal. Danielle LaPorte calls these goals, "goals with soul."

Goals with soul are unique to each individual, since only you know how you want to feel. What feels good to you is completely up to you. Some examples of how you may want to feel: freedom, expansive, abundant, flow, bliss, electric, sensuous, grace, or nourished. How you want to feel may differ from how I, or someone else may want to feel and that's okay! Your goal with soul needs to pertain to your feelings.

The best part? When you put your heart at the centre of a goal (i.e. set a goal with soul), working towards these goals feels just as good as accomplishing them. In other words, the journey is just as good as the destination. And, when

the work feels good you're more likely to keep at it, and that increases your chances of achieving your goal!

The Power of Visualization

Let's create a goal with soul based on one of the most popular goals: I want to lose weight.

First, we need to uncover the feeling driving this goal.

I begin this work with some day dreaming and visualization since it allows you to experience achieving your goal.

Experiencing your goal, even in your imagination, should feel good which is the first clue if this is the right goal for you.

But go a little deeper and really envision yourself once you've achieved your goal of losing weight to understand your desire driving this goal.

"Begin with the end in mind." – Stephen Covey

While visualizing, ask yourself:

- How do I feel now that I've achieved my goal of losing weight?
- Is this how I want to feel most of the time? Does this feel good to me?
- If not, how do I want to feel about my body? What would feel even better?

Take some time here to really visualize yourself and your life now that you've achieved your goal of losing weight. While visualizing, consider the similarities and differences between your imagination and reality. Take the time to notice the details in your visualization; where are you, what are you doing, who is with you, etc. If you are a believer in the law of attraction, this is the best way to train your mind on focusing on your desired state. It's also a great way to start thinking about the *why* behind your goal, as well as the how you will be able to make it a reality.

"If you can see it in your mind, you will hold it in your hand."
– Bob Proctor

In this example, the feeling behind the goal of losing weight may be to feel strong. It could also easily be any one of these feelings: confident, sexy, powerful, vital, energized, or vibrant. Getting clear on the feeling driving your desire to lose weight ensures you are setting the right goal with soul. You can imagine how each of these feelings could create a very different goal with soul.

Asking Why

Most typical goals that people set are no more than a wish. For instance, in the example above, the wish may be: I wish I was thinner. Usually, wishes are based on something you are currently dissatisfied about. This dissatisfaction will often reveal the "why" behind your goal or desire. It's important to take the time to get to the heart of *why* you are desiring what you are desiring.

Ask yourself:

- Why do I want this goal?
- How will achieving this goal improve my life or overall happiness?
- What am I dissatisfied about that has led me to wish for this goal?

**Goal >
To lose weight**

**Feeling Behind the Goal (The intention) >
To Feel Strong**

**Goal with Soul (The Why) >
To fully participate in the family canoe trip**

Once you know why you want what you want, you'll be able to get specific on what you are desiring and set a goal with soul. For instance, in this example, the why behind the goal of losing weight or the wish to be thinner is to be able to fully participate in the family canoe trip this summer. And that why can become a goal with soul.

When you accomplish your goal with soul by fully participating in the family canoe trip this summer, you simultaneously also accomplish your intention of wanting to feel strong.

Now, wouldn't it be nice to achieve the intention of feeling strong more often, and not just in the summer during the family canoe trip?

Ask yourself:

- Can I feel strong in other areas of my life? This question could lead you to uncover that you'd like to feel mentally strong too.
- What can I do to feel strong? Consider the actions that you can take; maybe walking to work will become important to you.
- What experiences will lead me to feeling strong more often? Consider the decisions you are making; are they helping you feel strong?
- What things or material objects lead me to feeling strong? Consider how you are spending your money, the clothes you are wearing, or the items in your life. Maybe purchasing a great pair of running shoes will help.

Answering these questions will open up ideas to a variety of goals with soul that you can set – long-term, short-term, big to-dos, or little to-dos – so that you can feel strong. Imagine choosing one or two items from this list every day or every week. You'll be feeling strong more often than not. And so, working towards your goal with soul will help you to feel the way you want to feel every day – not just on the family canoe trip. Imagine how accomplished and joyful you'll feel all the time!

The Benefits of Creating Goals with Soul

I've set goals with soul in my business and personal life for over 3 years now. They help me consistently feel purposeful and lit up. Here are some other benefits that I've experienced and that others have shared with me.



Less overwhelm. Traditional goals can be very narrow and your success/failure is very black and white. They can also feel almost insurmountable in their size and commitment level. Chances are you won't feel overwhelmed with your intentions or goals with soul because there will be plenty of ways for you to achieve them – daily, weekly, and beyond, as well as in really simple and more elaborate ways. Every day ask yourself: what do I need to do today to achieve my intention or goal with soul? In our example of losing weight, it would be what can I do today to feel strong?

Less pressure. Intentions don't have deadlines, and most goals of souls don't either. In our earlier example, the intention is to feel strong - there isn't a goal weight or timeframe. In that example, one of the goals with soul has a timeframe (family canoe trip), but we also uncovered a list of other goals with soul that may or may not have a deadline associated with them (e.g., walking to work, purchasing running shoes, etc.). Instead you are focused on feeling strong more often than not. Your intention, to feel strong is a daily practice, and that's going to create consistency. You won't procrastinate either because you'll enjoy working towards your goal with soul. Imagine if you are doing something every day to feel strong how soon you will achieve your goal with soul.

More flexibility. There is only one measurable for your goal with soul – your satisfaction of how you are feeling. So, if you need to drop everything one day and re-prioritize your schedule you won't feel like you haven't accomplished a thing. Instead you'll have accomplished the most important thing – feeling exactly the way you want to feel.

More confidence and less guilt. I use my goals with soul to help with decision-making. No matter how small or how big the decision, I ask myself: does _____ bring me closer to, or support my goal with soul? If the answer is yes, I can confidently say "yes please." If the answer is no, I can say "no thank you" without guilt because I know exactly what I am saying yes to – my goal with soul and how I want to feel. When I make decisions based on my goals with soul, there's no need for second guessing; I feel confident with my decision because I know that my decision is in alignment with how I want to feel.

My Story

I discovered *The Desire Map* shortly after being laid-off and realizing I was burned out, as well as exhausted physically, intellectually and emotionally. In the book, I found a way to feel lit up again. I gained clarity and a stronger sense of purpose in my life. I craved this kind of knowing for years, but I didn't know how to go about getting it. I had set goals. I had written a mission statement. I meditated. I practiced yoga. I was happy, most of the time. But I wasn't lit up.

Reading the book and doing the work made me realize that I didn't want to wake up continuing to feel this way – burnt out. I also didn't like the way I felt at the end of the day either – underwhelmed while at the same time overwhelmed. But most importantly, when I looked back on my day, my week or my month, I didn't really like the way I felt at all.

I knew I needed more. I devoured the book and then I did the work. And things started to change when I made the Desire Map a daily practice – first with intentions and then with goals with soul. Piece by piece and day by day, I started to really like the way I felt – lit up, purposeful, and satisfied.

If your heart has been aching to find a better way to set goals, I encourage you to try the Desire Map process and start setting goals with soul based on how you want to feel in your life. Working through the entire process, creating goals with soul and establishing Core Desired Feelings is incredibly clarifying and transformational. Give it a try; you've got nothing to lose but a lot to gain.

Mellissa Last is a licensed Desire Map facilitator and coach, as well as registered Usui Reiki Teacher with the Canadian Reiki Association. She specializes in supporting women with uncovering their purpose and confidence during life-events and transitions (i.e., motherhood, entrepreneurship, lay-off, bereavement, cancer diagnosis, divorce, etc.). You can find more information about her workshops and coaching services at MCL Consulting.

To learn more about The Desire Map process, visit www.daniellelaporte/desiremap

Spring Events Calendar

Saturday March 17, 2018

Ganaraska Forest Centre 10:00 a.m. - 1:00 p.m.

Join the Ganaraska Region Conservation Authority (GRCA) in a celebration of all things maple syrup!
Demonstrations, tours, live music, games and stories for the whole family; crafts and face painting for the kids; and of course, a pancake feast for everyone! \$15.00/adult & \$10.00/child (16 & under) Tickets purchased at Ganaraska Forest Centre (GFC) Gatehouse upon arrival.
For more information, please call the GRCA at 905.885.8173 or the GFC at 905.797.2721.

Saturday March 24, 2018

UOIT Regent Theatre Oshawa 9:00 a.m. - 5:00 p.m.

By popular demand, OP presents another compelling Chamber Music Series concert, featuring their remarkably talented musicians.
For information call 905-579-6711

Saturday March 24, 2018 & Sunday March 25, 2018

Spring Into Summer 10:00 AM - 3:00 PM

Oshawa Navy Club
320 Viola St., Oshawa ON, L1H 3A8
In Support of Starlight Childrens Foundation; Autism Speaks Canada & Baden Powell Scouting Association.
Featuring 50+ vendors, games prizes, concessions. Admission is \$2. Children are free.
For Information call 905-431 2446

Friday, March 30, 2018

The Bowmanville Antique and Folk-Art Show

2440 Highway 2
Bowmanville, Ontario
Now in its 45th year! Come out to find interesting pieces to furnish your home, office or cottage. From furnishing to folk art, they have you covered for items with Canadian history and flare!
Check out the website for further details www.bowmanvilleantiquesshow.com

Saturday April 7, 2018

Skating Through the Decades 7:00 p.m. - 10:00 p.m.

Tribute Communities Centre
99 Athol St E, Oshawa, ON L1H 1J8
This momentous celebration event hosted by Oshawa's own King of Blades Don Jackson and Oshawa's Own Pairs Champion Barbara Underhill.
Tickets on sale Friday, November 10, 2017 at 11:00am and can be purchased at www.tributecommunitiescentre.com, by phone at 1-877-436-8811 and in person at the Tribute Communities Centre ticket office.

Saturday April 7, 2018 and Sunday April 8, 2018

23rd Sunderland Maple Syrup Festival

Sat 10:00 a.m. - 4:00 p.m.
Sun 10:00 a.m. - 3:00 p.m.

1 River Street Sunderland, Ontario
Visit www.maplesyrupfestival.ca to check out a full schedule of events and activities. You can also 'like' the Sunderland Maple Syrup Festival Facebook page for updates.

Saturday, April 14, 2018

The Dreamboats 7:00 p.m. - 9:00 p.m.

St Francis Centre for Community, Arts & Culture
78 Church Street South, Pickering Village

The Dreamboats are bringing back good ol' fashioned Rock n' Roll with a sound that is equal parts Chuck Berry and The Wonders.

Tickets available at the St. Francis Centre Box Office, the Ajax and McLean Community Centres, the Audley Recreation Centre, or online at stfranciscentre.ca.
For more information call 905-619-2529, ext. 2787 (ARTS).

Saturday, April 14, 2018

Princess Ball and Adventures at the Museum Ice Show 1:00 p.m. - 9:00 p.m.

Pickering Recreation Complex
1867 Valley Farm Rd. S., Pickering ON, L1V3Y7
(905) 683-6582
There are two shows - 1 and 7 p.m.
Tickets range from \$10 to \$20. It's at the Pickering Recreation Complex's Delaney rink.
For information
Email info@pickeringsskatingclub.ca or
Phone 905-420-5745

Thursday, April 19, 2018

50th Annual Juried Art Exhibition 7:00 p.m. - 9:00 p.m.

Robert McLaughlin Gallery
72 Queen St., Oshawa ON, L1H 3Z3
For information Email:
jmoajuriedshow@yahoo.com or
Phone: 905-831-3681
www.oshawaartassociation.com

Friday April 27, 2018 to Sunday April 29, 2018

Spring Art Festival 10:00 a.m. - 5:00 p.m.

Camp Samac
275 Conlin Rd E
Oshawa, ON L1H

Art show and sale with 70 artists in all mediums. Inside Council Hall at Camp Samac. 3-day event Fri., Sat., Sun.
For information Email: anne@bluewillowstudio.ca or
Phone 905-435-0575

Thursday May 3, 2018

Living a Healthy Life with Diabetes Workshop 1:00 p.m. - 3:30 p.m.

Ajax Library, McLean Branch
95 Magill Drive, Ajax ON, L1T 4M5
A free six-week workshop that helps people with diabetes and their caregivers to better cope with symptoms and activities of daily life. All participants will receive the 'Living a Healthy Life with Chronic Conditions' reference book.
Registration is required (1-866-971-5545 or www.ceselfmanagement.ca).
For Information
Email: christine.fung@lhins.on.ca or
Phone: 416-750-2444

Sunday May 13, 2018

Mother's Day Tea 12:00 p.m. and 2:30 p.m.

Pickering Museum Village
2365 6th Concession Road
Greenwood, ON L0H 1H0
Book early to bring your mom, and your children's mom to a luncheon out, just for them! Pickering Museum Village's Redman House will be the tea room for you to honour the women in your family.
Tea, sandwiches, and sweets are on the menu for this special day. Every mother will receive a small token at her table.
905-683-8401

Sunday May 27, 2018

Walk for Alzheimer's 2018 8:00 a.m. - 11:00 a.m.

Oshawa Centre - At the Community Kiosk
419 King St W, Oshawa, Oshawa ON, L1J 2K5

Join them for the 17th Annual Walk for Alzheimer's. This year they will be walking indoors. Registration begins at 8 a.m. and walk starts 9 a.m.
For Information Email: mtaylor@alzheimerdurham.com or
Phone 905-576-2567

For events that may have been added after the publication date and other ideas to plan your perfect day in Durham Region, visit www.durhamtourism.ca.



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Spring Into Health... Naturally!

by Dr. Kate Klein

We started our visit like any other. I asked Terri* if she had seen a naturopathic doctor before, followed by explaining what the next sixty minutes would involve. As Terri began to talk about her health concerns, she shared her past medical history, stressors, and health goals.

As she shared her health struggles she started to cry, releasing her frustrations about her health. She explained that for years she struggled with headaches; she tried multiple approaches: medications, massage, and finally resorted to taking multiple over the counter painkillers on a daily basis.

She was tired of living the way she was, and was ready for a change.

The Growing Trend

Terri is one of the 3.8 million Canadians aged 18 and over who has consulted an alternative health care provider at least once during the previous 12 months. According to Statistics Canada, alternative medicine is growing and becoming a preference as people gain more awareness and education about their health and health care options. Naturopathic doctors are a significant part of the complementary and alternative medicine industry as they are medical experts in preventative and natural medicine.

What is naturopathic medicine?

Naturopathic medicine is a distinct primary health care system that blends modern scientific knowledge with traditional and natural forms of medicine.

Within North America, naturopathic medicine dates back to the early 1900s, with the first school of naturopathic medicine being established in New York in 1902. In Canada, naturopathic medicine was established in 1920 and by 1925 there were laws in Ontario regulating the profession.

Shortly after the Second World War, antibiotics were introduced and became a primary treatment method with traditional healing practices losing momentum. However, within the last twenty years there has been an increasing interest in natural health and preventative medicine.

Who are naturopathic doctors?

Naturopathic doctors, also commonly referred to as NDs, are licensed and regulated primary care providers that work with patients of all ages to address the root cause of their health concerns. What does addressing the root cause mean? It means we look beyond the symptoms a person presents us with, to figure out why those symptoms are occurring on a deeper level. We aim to address that deeper level to not only eliminate symptoms but also prevent them from returning. A main component of naturopathic medicine is prevention, and optimizing health and well-being on not only a physical level, but also the mental and emotional levels.

Naturopathic doctors use evidence-based medicine and research with traditional natural forms of medicine to support the body's natural ability to heal itself. Naturopathic doctors are highly skilled practitioners that are trained to diagnose, treat, and prevent illness using conventional and natural therapies and techniques.

Today, naturopathic doctors are receiving greater recognition as health care providers. Naturopathic doctors can now be found



in hospitals, multi-disciplinary clinics, and specialized health and wellness centers.

The profession is regulated in five provinces including, Ontario, British Columbia, Alberta, Saskatchewan, and Manitoba. Currently, there are more than 2400 active naturopathic doctors across Canada.

What training do naturopathic doctors receive?

To become a naturopathic doctor, one needs to complete a three-year or four-year undergraduate degree followed by a four-year naturopathic degree at an accredited naturopathic educational institution. Currently, there are only two accredited schools in Canada for naturopathic medicine; The Canadian College of Naturopathic Medicine located in Toronto and the Boucher Institute of Naturopathic Medicine in Vancouver.

Future practitioners spend their first three years of naturopathic medical school learning the biomedical sciences such as anatomy, clinical medicine and diagnosis, nutrition, immunology, microbiology, emergency medicine, health psychology, pharmacology, as well as naturopathic treatments including nutrition and lifestyle modifications, traditional Chinese medicine and acupuncture, herbal medicine, homeopathic remedies, and basic chiropractic care and massage. The course load of a naturopathic student is double what it was in their undergraduate degree; students take an average of 19 classes per year. In the final year, students transition to a naturopathic intern providing care to patients under the supervision of licensed naturopathic doctors. It is during this final year that students get to put their clinical knowledge to the test by developing treatment plans, treating patients, and following up on the latest research for on-going care.

After completing their studies, graduates of the naturopathic medicine program are currently required to write a North American wide licensing exam known as Naturopathic Physicians Licensing Examinations or NPLEX. NPLEX is a two-part examination; the first part tests students that have just completed their second year of naturopathic studies on the basic sciences such as anatomy, physiology, biochemistry, microbiology, immunology, and embryology. The second part of the NPLEX examination is completed a few months after graduating and tests graduates on physical, clinical, and lab diagnosis, diagnostic imaging, treatment modalities (botanicals, homeopathics, nutrition, physical medicine, health psychology, and research), and medical interventions

(emergency medicine, medical procedures, public health, and pharmacology). Students also have the option of taking additional examinations which allow them to practice acupuncture and minor surgery. In addition to studying for NPLEX, new graduates must also prepare for their provincial examinations which vary by province. In Ontario, future naturopathic doctors are given written and practical examinations to evaluate clinical skills, acupuncture, and basic manipulation (also referred to as chiropractic care). After the examinations are finished, graduates wait an average of 6 weeks before they get a letter in the mail indicating they've passed and can now apply for their provincial license.

How does a naturopathic doctor compare to a medical doctor?

One of the most common questions I get as a naturopathic doctor is, what is the difference between a naturopathic doctor and a medical doctor? There are minimal differences in terms of the training NDs receive in comparison to MDs; both complete an average of 8 years or more of study including an undergraduate degree and medical degree.

The primary difference is NDs spend more time learning about nutrition and lifestyle, preventative medicine, and natural therapies. Many people are surprised to learn that naturopathic doctors spend the same amount of time as medical doctors learning about conventional pharmaceuticals. Many of our patients take pharmaceutical drugs and we need to know how those medications could interact with our interventions. Overall, NDs complete an average of 3348 academic (in classroom learning) hours whereas MDs complete 2600 academic hours. Clinical hours completed by NDs average 1400 compared to MDs who complete 2200 hours, with the major difference being MDs complete clinical residency programs, which are optional for naturopathic doctors.

Medical doctors in Ontario are covered by provincial health care – OHIP – while naturopathic care is not covered by OHIP but is covered by many extended health care insurance plans provided by employers. For anyone interested in naturopathic medicine, I encourage them to call their insurance provider to inquire about their coverage; the average person has about \$500 per person a year in naturopathic coverage. Furthermore, the average time a patient spends with the family doctor is 15-20 minutes while the average time spent with their ND is 45-60mins. Naturopathic doctors spend more time evaluating all aspects of a person to get to the root cause of our patient's illness.



How do naturopathic doctors treat?

As mentioned earlier, naturopathic doctors are trained to diagnose, treat, and manage a variety of health concerns ranging from acute colds and flus to chronic illnesses such as diabetes or heart disease. Naturopathic doctors focus on identifying and treating the root cause of the patient's illness rather than just masking the symptoms with short-term fixes.

Naturopathic doctors use safe, effective, and natural treatment methods such as acupuncture and other traditional Chinese medicines, botanical medicine (utilizing the medicinal or healing properties of plants), nutrition and lifestyle counseling, homeopathic remedies, hydrotherapy, and naturopathic manipulation (chiropractic care). Some NDs use all these treatments while others may choose to focus on a specific therapy. All naturopathic doctors in Ontario are authorized to requisition lab work for patients.

Some NDs also offer other services such as prescribing, vitamin injections, minor surgery, chelation therapy, and intravenous vitamin therapy.

What can you expect when seeing a naturopathic doctor?

Typically, naturopathic doctors spend an hour or more with patients during their initial visit. During this time the patient's concerns are discussed and a full medical history is reviewed along with other factors that contribute to health such as stress, sleep, mood, diet, medications, family health history, digestion, and social factors. Usually, a targeted physical exam is performed depending on the presenting health concern. Patients can expect to have their baseline vitals such as blood pressure, pulse, breathing rate, and temperature taken. Some NDs start a treatment plan during the first visit, while others may wait until the next visit to begin treatment.

After the initial visit, naturopathic doctors spend an average of 2-3 hours reviewing all the information and develop a comprehensive individualized treatment plan.

Naturopathic doctors work with other health care providers such as family doctors and specialists to provide the best possible care to their patients. NDs take time to review any blood work and medical imaging reports, such as x-rays or MRIs to determine the best course of treatment.

Follow-up visits usually range from 30-45 minutes depending on how much time is required to address the patient's concerns.

Who can benefit from a seeing a naturopathic doctor?

Everyone! Naturopathic doctors see all types of patients. Some individuals seek naturopathic care to focus on preventing illness and maintaining good health, while others may have been diagnosed with an illness or have a variety of symptoms that have not been successfully treated on their own or with other health care providers. There are also patients who are visiting a naturopathic doctor because they are interested in exploring their health care options and would like to minimize the side effects of prescription medications, surgery, or other conventional treatments.

How do you find a naturopathic doctor?

There are a few ways you can find a naturopathic doctor in your area. A simple Google search will list NDs in your area. To see all the registered and licensed naturopathic doctors in your area, visit the College of Naturopaths website (www.collegeofnaturopaths.on.ca); this is where you will find a comprehensive list of all the NDs in Ontario.

Is naturopathy right for you?

This is a question only you can answer for yourself. Perhaps you are struggling with a health condition or concern and you feel like you've tried everything but nothing is working. (Naturopathy is sometimes the last case option for many people struggling to resolve their concerns.) Perhaps you are curious about what naturopathy is about, and if it can really help you in your life. Whatever the case may be, you'll never truly know if naturopathic medicine is a good fit for you until you give it a try.

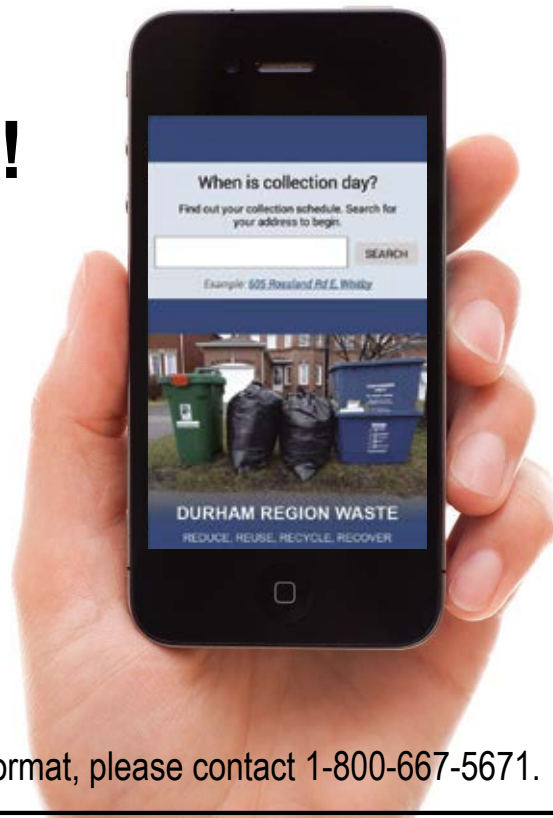
Dr. Kate Klein is a licensed naturopathic doctor who has a general family naturopathic clinic located within Durham Sport & Wellness in Ajax. Dr. Klein discovered her passion for natural healing after successfully working on her own chronic digestive concerns with a naturopathic doctor. Dr. Klein believes that health is more than just the absence of disease; health is when we function at our best through proper nutrition, exercise, a balanced lifestyle, positive emotions, thoughts and actions.

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ENHANCING YOUR LIFESTYLE

by Warren Underhill

We currently live in a society that does not shut down; we are constantly plugged in and connected to the hectic pace of our every day. And as jam-packed schedules prevail, we've seen a dramatic change in the way down time is both spent and valued.

This is why so many people have opted to create their own personal oasis, as opposed to investing in expensive vacation properties that demand ongoing costs, time and maintenance. We've been told by many clients that creating an outdoor living space as an extension of their home, has not only added value to their property, but also to their quality of life. It is no secret that getting fresh air is good for your well-being and a beautiful landscape will most definitely be the motivation you need to get outside.

What is Outdoor Living?

Outdoor living spaces extend the usable living area of your home and serve as a functional area to entertain and relax. This space is designed to fit the home owners wishes and can be as simple as a small patio or deck for the perfect backyard BBQ, to an expansive backyard oasis that includes all that the industry has to offer – swimming pool, interlock patio, natural gas fire place or fire pit, outdoor kitchen, pavilion, gardens, gazebo, waterfalls, irrigation, landscape lighting – the possibilities are endless. You can even go as far as installing a TV outside onto a mantel. Not only can the space be functional, but a well-planned and laid out design can be an aesthetic work of art that brings enjoyment to both you and your guests.

DIY?

In an attempt to cut costs, many people will attempt to take on a landscape project themselves. If you are the hands-on type and have some knowledge in construction, a DIY project may be the route you'll take. Local suppliers can be a great resource in this case, as they can provide insight on your project and ensure you are taking the correct steps. Having knowledge about proper materials and the correct sequence of the build from base to completion will be essential for a solid, long lasting project. Most people looking to cut costs will opt to focus on the garden portion alone as the margin for error is much less. It is important though to understand the value in quality here, as even the smallest job entails more than a homeowner should attempt alone especially if you're not familiar with the work. The pros to hiring a professional include; use of proper equipment, knowledge and use of correct materials, the invaluable price of your free time and any reputable company will include a warranty for their work.

Research Landscape Contractors

If you decide to go the contractor route, an essential first step is to do your research. If you plan to get a few quotes before booking a contractor, check out their website, social media accounts or previous work to get an idea if they are the right contractor for you. Referrals are another great way to locate a contractor that fits your vision. Once you've done this research you'll have a better idea of who to contact for an estimate. Don't overwhelm yourself with getting numerous quotes. While it is certainly a good idea to get a few estimates for comparison purposes, generally, more than two or three quotes will only make things more confusing for you. And if you've done your research on the contractors beforehand, contacting a select few will become a much simpler process.

Browse Design Ideas

Try to have an idea of what you are looking to get out of your space. Browse through magazines or online for design ideas, as this is a great way to hone in your vision and, also, help a contractor see your vision. Websites such as Houzz and Pinterest are great for inspiration but even just using key search words in Google can prompt websites



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and work done by local contractors. Rest assured, your contractor will also have lots of tips and ideas to make the best design choices for your space.

Know Your Budget

It's important to have a budget in mind. You don't necessarily need to break it down to the exact number, but providing a ballpark amount is extremely helpful. This will not only help your contractor to design a space accordingly, but will help you both work together to focus on the key elements in your design while keeping your budget in check.

Project Design

When working with a landscape contractor, an essential tool that should be provided to you is a physical copy of the project. This can be prepared in the form of a hand drawing or more commonly used today is the option of a 3D computer design. This handy tool will give you the most accurate depiction of what to expect from the completed project. Having this knowledge can also eliminate surprises and provide you with the opportunity to make changes before the job even begins.

Timelines

Be mindful of timelines. Often times we hear that our clients have planned a party or event around the completion of their landscape. Your contractor should be able to provide you with an estimated completion date and be able to stick with – to a reasonable degree. Keep in mind, there is always possibility for delays: extreme inclement weather, special material orders etc. Open communication with your contractor is a great way to feel involved and limit surprises.

Quality of Construction

The quality of the build is just as important as the overall look – what lies beneath your landscape is going to be essential for the lifetime enjoyment of your space. Function is just as important as beauty. Not only will layout be considered but your contractor should ensure that all possible issues with grade, drainage, and need for retaining

walls etc., have been considered, as this is essential for long term protection of your investment.

Ask Questions

Don't be afraid to speak up. Your contractor is there to complete the work but they are also there to answer any questions or concerns throughout the process. It is much easier to make changes during the build than it is once the project has been completed.

Maintaining your Investment

We often hear, "I want to keep my landscape low maintenance". The level of maintenance involved will be based on the corrected combination of the two main elements of a landscape project: hardscape and softscape. Both are essential for creating balance in your space.

Hardscape refers to the items that are solid and permanent: interlock patio, walkways etc. Softscape includes the details that are ever changing: gardens, plants and lawn areas. The idea is to create enough lower maintenance hardscape space to satisfy your entertaining needs, while adding gardens, plants, trees and lawn area will create a soft sustainable area for drainage and rain run-off. It may be impossible to have zero maintenance in your outdoor space, much like the inside of your home, but whether gardening is your passion or you'd prefer to spend your time lounging at the pool, your contractor will be able to shape what fits your needs. Keep in mind though, that regularly maintaining the space will only add to your investment and keep it looking and performing its best over time.

Warren Underhill is a third-generation landscaper and owner of Scenic View Landscaping, a design and build landscape construction company. After graduating from the Horticulture Technician program at Fanshawe, he eventually decided to start his own company. With a love for the trade and technology, he set his focus on combining the most innovative products in the industry with the classic tried-and-true building techniques. The ultimate goal is to provide customers with a beautiful, high functioning outdoor living oasis.

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by Stephanie Herrera

AT THE BOX OFFICE



Spring is full of action packed adventure!

A Wrinkle in Time, the 1963 fantasy novel by Madeleine L'Engle is coming to life on March 9th. Actress Storm Reid plays Meg, a girl whose father (Chris Pine) has mysteriously disappeared during a science experiment. Meg is joined by a schoolmate and her younger brother on an interplanetary journey in search of her father with the help of supernatural beings played by Reese Witherspoon, Mindy Kaling, Oprah Winfrey, and Zach Galifianakis.

Six years after the original comes its sequel, **Pacific Rim: Uprising** on March 23rd. Starring John Boyega and Scott Eastwood. The world is fraught with battles between gigantic monsters and "Jaegers" (giant robots with human controllers). With writers like Guillermo del Toro and director Steven S. DeKnight (writer of Daredevil on Netflix) at the helm, this will surely be an action-packed movie with moments of touching realism to back it up.

Director Steven Spielberg's latest film debuts on March 30th. **Ready Player One**, takes place in the future where people escape to a virtual world called the "Oasis". When the billionaire founder of this virtual world dies, it is revealed that he is offering players the ultimate prize: his fortunes, to anyone who can complete a virtual treasure hunt. Tye Sheridan plays Wade, a young man who joins in on this mission but soon finds himself up against powerful foes who will go to any lengths to win the prize, and not just in the game. Get ready to see some iconic 80's characters.

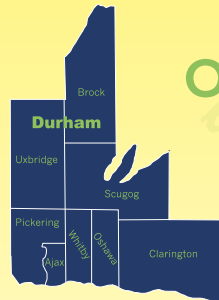
Another adaptation is **Rampage** hitting theatres April 20th. This inspiration came from the 1980's video game with genetically altered beasts who tear up cities. In this reimagining, Dwayne Johnson plays a primatologist (Davis Okoye) whose beloved silverback gorilla, George, falls victim to this genetic mutation and begins a rampage on the city. To make matters worse, the other giant creatures make their appearance and the battle is on, to not only save George, but the world!

The Avengers is back with the latest instalment: **Infinity War**, on May 4th. It's an all-out hero-fest with the Avengers: Tony Stark (Robert Downey Jr.), Hawkeye (Jeremy Renner), Black Widow (Scarlett Johansson), Scarlet Witch (Elizabeth Olsen), Thor (Chris Hemsworth), The Hulk (Mark Ruffalo), Loki (Tom Hiddleston), Captain America (Chris Evans), and the Guardians of the Galaxy (Chris Pratt and Zoe Saldana, to name but a few) all in alliance to face their greatest foe yet: Thanos who is bent on destroying the universe.

Solo: A Star Wars Story is one of the most anticipated origin stories and finally comes to theatres May 25th. Directed by Ron Howard and written by Lawrence Kasdan (screen writer and director of *Raiders of the Lost Ark* and co-writer of *The Empire Strikes Back* and *Return of the Jedi*) we are shown a Han Solo ten years before A New Hope. Alden Ehrenreich plays the title role with Donald Glover as a young Lando Calrissian.

Stephanie Herrera is the Artistic Director of the Not-for-profit: Durham Improv Collective Inc., the Director of Industry Operations for the Future of Film Showcase in Toronto, and the Durham Region International Film Festival. She is an actor, voice over artist, writer for stage, TV, and film, director, producer, and acting and improv teacher. Check out her book: "The Ten Commandments...of Improvising!" on her personal website.

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Soul Searching



Are you an optimist or a pessimist? Trick question; turns out that we're not all one or the other. This is because optimism and pessimism are not a way of being, rather they are a way of thinking.

Viewing optimism and pessimism as thinking styles allows us to take the time to step back and make the choice to use a certain style. Maybe we are more likely to use one style more than the other but remember that it's also situational. Everyone has the capacity to use both thinking styles, and the even better news is that we can try on our optimistic hat at any time – which we should! Research has shown benefits to thinking optimistically such as improved health and happiness.

Thinking optimistically doesn't mean that we have to be a Pollyanna – someone who is blind to reality and only focuses on the positives. There's room for realism in the realm of optimism. In fact, realistic optimism is probably the most helpful thinking style we can adopt. For example, if someone was struggling with a break-up, a Pollyanna might say something like, "this is wonderful and I will meet the man of my dreams next time," whereas the realistic optimist would be able to recognize how difficult the situation was and also have genuine hope for the future.

Do you know Them? It's hard living or working with Them. The Negative Nelly's. These are the people who never seem to try on the optimistic thinking style and are constantly grumbling about the injustices of the world. That's all well and good – if they are social activists. But if they're just reading the newspaper and feel entitled to judge all people as bad then they're definitely a Negative Nelly. You can probably recognize this in yourself when you're being negative too, and it's HARD to think positively, after all the human brain is actually wired to have a slight negativity bias. However, when you catch yourself complaining again, ask yourself, "Is this the best way I can look at the situation? What am I assuming?" and try to believe that everyone is truly doing their best in each moment.

One exercise to promote optimism is to ponder Your Best Possible Self. (Designed by professor Laura King.) Write down on paper what the future will bring in all domains of your life if everything goes according to plan. Spend at least ten minutes reflecting and writing about your ideal self and life. This exercise is expected to increase your current level of optimism by allowing yourself to hope for the future and feel positive that it will go well. And it might carve out some next steps you can do to make good things happen.

Remember, you have the power to think about the same situation in an optimistic or pessimistic way. Your thoughts might jump automatically to the negative – which is absolutely normal – but it is in your control to challenge these negative thoughts and think optimistically instead.

Tara is a wellness blogger for The Local Biz Magazine who is in the process of writing her memoir on finding hope and meaning while living with a mental illness. Tara loves the concepts of positive psychology, incorporating them into every aspect of her life and spreading the message on the science of well-being.

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by Jennifer Liwanag

You, Me & A Digital Life

3 Reasons To Use Social Media To Grow Your Brand



In today's technology age, growing your brand is easier than ever before! Creating social media accounts for your brand is one of the best ways to grow your brand because it is free, it has large potential to reach large audiences, and it is a great way to always stay connected to know what your audience wants to see! Here are 3 reasons Social Media can help grow your brand:

1. It is a source to display your brand in a more casual setting. This is your chance to appeal to your audience on a more personal level. They don't want to just hear what your brand can do, but also how your brand may affect their lives. Social media is your source of showing your brand put in action. If you are a small bakery, use social media to share photos of your baked goods at parties you have catered. If you are a start-up family photography company, use social media to share snippets of photoshoots you have done or behind the scenes of photoshoots if your clients are comfortable. If you are selling apparel, share photos or videos of staff, clients, or you doing #ootd (Outfits of The Day) using your apparel. This is a great way to show your audience how your brand can aid to their lives, while being able to be a little more casual with posting since it isn't a post on your actual website.
2. It is a medium to connect with your current audience and find new potential audiences. This is key. Your audience will more likely return if they feel a connection with you. By replying to messages, tweets or snaps etc., you are building a relationship with your audience which will create loyal customers and clients. When you are selling products, consider re-posting and re-tweeting and sharing positive posts of your brands that your audience has shared. The person who posted it will get really excited that a brand actually acknowledged them on social media (creating a loyal customer). Your other followers will see the re-post/re-tweet and share and want to start sharing photos and videos of their products they have purchased from you. This will attract their followers back to your page if they like what they see of your brand and ultimately, create a chain reaction leading back to your brand—gaining new potential audiences, clients and customers.
3. It is an easy and free way to advertise your brand. For start up companies, social media is a great way to get your brand out there without spending a dime. Shares, retweets and re-posts from audiences help get your brand to newer audiences to help find new potential clients. It is also a way to display new products and share promotions or events. If you are a little more well off, you can even pay a small amount on social media to get your posts and ads promoted to reach a larger audience.

As you can see, social media is a great outlet to help grow your business, attract new audiences, and stay connected. With learning these three ways, will you create social networks for your brand and use them more frequently?

Jennifer Liwanag is the founder of StickToPlan on Etsy and the website owner of Jennibearxo. She also blogs for The Local Biz Magazine as the Technology Blogger. She enjoys discovering new technology, collecting and designing stationery, and going on travel adventures with her high school sweetheart.



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by Bianca Schaefer

Tweens, Teens & In-Between



When should Tweens & Teens start working out?

As a Health Coach and Personal trainer, I've often been asked, "What is the appropriate age that a tween/teen can start working out?"

While I'm an advocate for introducing physical activity to kids from an early age, when it comes to having tweens/teens work out, their age shouldn't really be the most important factor to take into consideration. The more important question I would ask the parents are, "Why do they want to start to work out?"

The reason I find it important to ask this question is because tweens and teens are at a critical age where their bodies are changing and they start thinking about their looks. If your teen approaches you with the urge to start working out, I highly recommend having a heart-to-heart with them about what is motivating their desire. While you might not be surprised to learn that teenage girls are concerned with their looks, a study of 5th to 12th grade girls from *The American Academy of Pediatrics* revealed that the majority were dissatisfied with their body shape. And while you may think that this is just a gender issue, boys often struggle with the same body image dilemma, and often times feel too skinny.

I'm not saying that if your teen is concerned with their body image, they shouldn't work out. What I am saying though, is that it would be very wise to coach them on the benefits of working out - from a health and lifestyle perspective first. Enlisting the guidance from a well-trained fitness professional can not only help them to learn proper technique and form, but it will also assist them in developing a much better sense of self confidence and understanding of physical training.

Hiring a nutritionist could also be beneficial. As tweens and teens start developing through puberty and adolescence, it's not just their physical body that's changing; it's also their biochemistry and need for proper nutrition. Often times, it can be difficult as a parent to encourage your teen to eat healthy, especially if you have little control of what they are eating outside of the home. That's where a nutritionist can be really helpful because they can teach your teen how to make wise choices when eating out and teach them how to prepare healthy lunches and snacks for themselves. Not only does this help them make better nutritional choices, it empowers them to take charge of their own health.

All in all, working out and proper nutrition go hand-in-hand when it comes to developing a healthy self body image. The greatest influence you can have on your tween/teen is teaching them that being healthy comes in all shapes and sizes and that the most important quality a person can possess is their inner self worth, which comes from knowing that they are loved no matter what and that their life is valuable beyond measure.

Bianca Schaefer is a 360 Holistic Health Professional who inspires a global community to take charge of their lives through nourishing their body, mind and spirit with delicious healthy foods, an active lifestyle and a mindset that believes anything is possible! Find out more about Bianca on her personal website, BiancaSchaefer.com.



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Family Matters

by Leshanne Mori



Break free from screen time for more green time

Boy, did that winter ever feel long! After many strings of bitterly cold days and one broken down furnace, I'm going all-in for Spring this year. I love being cozy indoors but with all the device time we relied on to get us through winter, I'm determined to get outdoors as much as possible in 2018.

What's easy to love about Spring is the possibilities. Spring feels a lot like a Friday before a long weekend -so full of promise! The possibilities for exploration and play outdoors are countless. Getting outside is good for all the family, costs little-to-nothing and requires minimal planning.

Ensuring kids get enough time outdoors only continues to become more of a priority for policy makers, who have noted the trend in less physical activity within children. As early as November last year, the world's first evidence-based 24-Hour Movement Guidelines for the Early Years (ages 0-4 years) was released. These guidelines, developed with input from the Canadian Society for Exercise Physiology and ParticipACTION, recommends a minimum of 60 minutes of energetic play for preschoolers, every day.

With physical activity outdoors receiving more attention to address this concern, I am sharing my top four ideas for getting the most out of outdoor time with your family, this Spring:

Roam free and explore

Call it free play, free time, or if we're really being honest here, taking the kids to the park because they're a little too nutty indoors - take to the closest park, playground or sports field with the goal of just being outside. Unstructured activities in nature develop creativity, coordination, curiosity and sensory awareness. Take a chance and see what happens. Your kids might surprise you or you might even surprise yourself at what you discover.

Plant some seeds

Gardening is an activity that any one, at any age, can enjoy. You can grab all the supplies in one trip to a garden centre, and most plants come with instructions saving you money and time. This activity teaches patience, care and an appreciation for living things around us - valuable lessons for family members at any age.

Lend a helping hand

As you head outside to work on your yard, consider neighbours in your street that may not be able to work on their own. Make an offer to help and build a friendship in the process. Prepping garden beds or mowing a lawn is a great form of exercise and makes your street more beautiful for everyone to enjoy.

Get messy and make some memories

Have you ever watched a child jump in puddles without holding back? They live for it! Spring has plenty of rainy days that are perfect for a splash in the street. I spend so much time running around after my kids trying to keep things clean that an activity like this let's us all blow off some steam. The key is to stick close to home so the bath and washing machine are close enough to keep parents sane.


These are just a few of my go-to ideas that I use to develop a love of the outdoors without over thinking or overcomplicating our schedules. The key is to take opportunities for play as they happen, don't overthink it and focus on building a habit to be outside.

Leshanne Mori writes for The Motherhood Scene a blog about the best events, businesses, and child care centres in Durham, Ontario. Follow her blog to get the inside scoop on navigating life as a new mom in our community.

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by Wendy Lee

A Forkful of Healthy



Peanut Butter Chunky Chocolate Cups

In today's recipe, silky smooth peanut butter combines with dark chocolate to result in a no-bake dessert where the hardest part of making it, is keeping yourself from devouring everything in front of you! Be warned! A whole lot of self control is needed while making this recipe. If it does happen, and you suddenly realize there's not enough filling for the cup — hopefully it will make you feel better to know I've encountered the same problem on more than one occasion — simply whip up another batch. It's so easy, and takes so very little time.

These addictive dessert cups are easy to make, and way too easy to keep eating until every last one is gone. You may want to double up the batch from the get-go! They will last up to one month in the freezer...but I bet they won't last nearly that long!

A little cup of heaven! Enjoy!

Peanut Butter Chunky Chocolate Cups

- 1 cup organic peanut butter
- 2 tablespoons pure maple syrup
- 1/8 cup organic coconut oil
- 1/8 cup shredded coconut
- 1/4 cup crushed peanuts

Mix ingredients together and fill in a 12-cup muffin tin pan until 2/3 full. Place in the freezer for 10 minutes.

Chocolate Topping

- 1/4 cup organic raw cacao powder
- 3 tablespoons pure maple syrup
- 1/8 cup coconut oil melted

Drop chocolate coating on frozen peanut butter cups in individual muffin cups.

Place in the freezer again for 15 minutes. Garnish with crushed peanuts or walnuts if you wish!

Protein:	6.4g
Carbs:	24.5g
Fat:	22.4g

Wendy is a food blogger, food photographer, writer, lifestyle strategist, self-taught chef and lover of animals. While living in Paris, she mastered the art of a perfect crepe and French cuisine, and also discovered the world of fabulous wines and champagne! Her passion to find healthy alternatives to popular dishes stems from her desire to live a fit and healthy lifestyle while still enjoying food!

MONEY HACK\$

Are We a Nation of Financially Illiterate Over-Spenders?



According to the Parliamentary Budget Office – YES. For every \$1 we make, on average we spend about \$1.74. As an advisor, I see it all the time. Canadians want to keep up with the Jones'.

We want big houses, 4K TV's, the newest game systems (for the kids, of course), a vacation or 2 a year. We want our kids to have everything the richer kids have, even if their parents make 3 times what we make. We buy many of these things with borrowed money – credit cards, lines of credit, home equity lines of credit – often without even knowing what interest rates and hidden fees are attached to this money.

We consist of generations of Canadian's who grew up being told by TV and other media to believe that happiness is about having the best stuff. We often feel deprived if we don't get these things. And by example we're teaching our children the same principals.

What I've just described is 1 part of a 2-part recipe for financial failure.

Part 2? Remember all the time they spent in school teaching us how to budget? To make sure that out of our imaginary paycheck of \$XXXX.XX/month, our needs would be covered, that we're saving/investing a portion of our pay towards our future and to make sure that we had some money leftover for fun stuff? Me neither, except for maybe one small project in grade 9 home economics class.

Misplaced priorities + no use of a budget = \$1.74 spent for every \$1 earned.

So, what can we do for our generation and the next? The good news is that Financial Literacy is being worked into curriculums across Canada. The Ontario government is integrating topics such as budgeting, saving for big purchases, understanding interest rates, investing and understanding the impact of financial choices into math, social studies and business studies.

We can reinforce what they learn at school. Work with your children when they have their eyes on a big purchase. Give them an allowance and show them how to budget it – save a percentage towards that big purchase and the rest for that trip to the store. Explain to them the costs of what you consume as a family. Talk to them about researching and comparing product before they make a purchase.

Most importantly, they can learn from example. Educate yourselves – there are plenty of great books and websites out there to increase your own level of financial literacy. Do a monthly budget – and in that budget give priority to needs like bills, food, groceries and saving for the future. Work with an advisor like myself to make sure that your budget is inline with your financial goals and concerns. You'll feel the benefit of having a greater sense of financial stability and peace of mind that you're on the right track, and if something unexpected happens that you have the coverage to keep you and your family on track financially. As much as we say to our children, they learn the most from what they observe, not what we say.

V. Solo is a Financial Advisor who is passionate about helping families and business owners build and maintain a plan that makes it possible for them to achieve their financial goals.

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Ask Sue-Ann



Dear Sue-Ann:

Simply put, I feel stuck. I just can't seem to move forward. I feel slightly depressed and overwhelmed all the time. What can I do about it?

Signed: Emotionally Undecided

I hear that statement from my clients all the time. In fact, I recently posted a question on Facebook asking if people had made New Years resolutions? Yes or No. It was resoundingly decided that No was the answer.

Frankly, I am not surprised because of what I see daily. I believe that most things we do, we do from habit. What we don't realize is that every day is a goal. When we awake in the morning we begin to identify our day with what we expect and that really could be anything, but if everything were a goal then so would regret, sadness, depression, anxiety be goals also. Essentially then, when you find your way into morning consciousness you begin to look for the things that will support depression, sadness or anxiety. As you move through the day you will continue to look for all of the things that will support that state of mind also. Then the days turn into weeks, months you see where I am going with this.

I believe the solution is simple. Identify what it is you seek – joy, peace, contentment, resolution and begin to structure your every waking moment around identifying where it does or does not exist in your life and do something about bringing it into your present. Stay in the moment, do not worry about where you are not and miss what great things are going on in the present. Everything you need is right in front of you, do you choose to see it. I would like to assist you in identifying the peace and resolution that exists all around you and bring texture back into your life.

Sue-Ann is a mother of 3 and resides in the Oshawa area. She chooses to utilize her undeniable psychic ability to assist you in resolving all of life's issues. Host and Community Producer of Divine Lane on Rogers Cable 10, Tuesdays at 9 pm. You can find out more and forward your submissions to Sue-Ann at www.divinelane.com

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The COACH Corner

by Malachi Brown



Will you say Yes?

"To do the impossible, you need to ignore the popular."

"To start down the road of being remarkable in anything, is to simply act with the intention of being remarkable."

I read an article recently and was struck profoundly by those two quotes. The article was about getting great results in your life. Do you often think about making your life better?

We start off strong but often quit before the change or success we are looking for is fully realized. Are you wishing and hoping that just like nature around you, springing back with new life and vigor, you too could be doing the same with your life? Will it be another year of good intentions with little structure or success?

Stop wishing and start doing!

We've all had years of information and advice drilled into us. Unfortunately, a lot of this good intention while meaning to keep us safe, not rocking the boat, has kept us from greater achievements. We are capable of so much more.

"To do the impossible, you need to ignore the popular."

"To start down the road of being remarkable in anything, is to simply act with the intention of being remarkable."

Recently, I was asked yet again to do a particular presentation that I have been avoiding for a long time. Each time I was asked, my response was always the same. Thanks, but no thanks. It is a particularly difficult presentation to do, both content and emotionally. The people asking me seem very comfortable with asking, I however, was not. I knew I had to eventually say yes to this request. I wanted to do it; I knew I needed to get past this as it would open new doors for me. All the fears from over the years would come rushing back; what if I blew this? I knew I had to do this, but all the "what if" questions came up, except for the most important one. What if I were brilliant? Do you too have trouble asking yourself this question?

I knew I had to accept the challenge and say yes.

The day came, much too soon it seems. Everything was more than I was expecting, a much larger audience than I wanted, along with a number of seasoned presenters in the audience. The atmosphere was far more emotionally charged than I anticipated. Everything about this moment was more than I wanted in order to play it safe. I was however at the point of having to be remarkable. I ignored all the thoughts in my head and decided I'm doing this. I need to do this.

It turned out far better than I could have ever imagined.

I was so satisfied and empowered that I had said yes. Our minds and our limiting beliefs can sabotage our greatest life and mind-blowing successes. Let this be the year you start saying yes to the life you want. After you say yes to opportunities – some terrifying – you will feel complete, satisfied, empowered, passionate and full of joy, ready for the next challenge.

"To start down the road of being remarkable in anything, is to simply act with the intention of being remarkable."

Malachi Brown, life coach, applies his passion in helping others unlock their full potential, enabling them to live the abundant lives they were created to have.

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The Golden Years



Naturopathy for Seniors

"Growing old can sometimes feel as if your body's warranty has expired. Aches emerge where aches never were, cholesterol spikes, eyesight weakens and memory is challenged. Tasks slow down and the world seems to go lightning by. Soon, prescription bottles line up where you used to keep your toothbrush and you begin to wonder if there is another way."

I came across this quote in a 2011 blog called The Naturopathic Senior, and I think it sums things up perfectly for many folks I know. A lot of us seniors rely too much on medication to treat our ailments. Why is this? Is it because it's easier and quicker to take a pill? Is it because we are led to believe that nothing but medication can treat our condition? Or is it because we aren't even aware there is an alternative way?

From what I've been reading, there is another way. There are Doctors of Naturopathy who are part of what is known as alternative medicine. According to the Canadian Association of Naturopathic Doctors, naturopathic medicine is, "... a distinct primary health care system that blends modern scientific knowledge with traditional and natural forms of medicine. It is based on the healing power of nature and it supports and stimulates the body's ability to heal itself. It includes botanical medicine, clinical nutrition, hydrotherapy, homeopathy, naturopathic manipulation, traditional Chinese medicine/acupuncture, lifestyle counselling and health promotion and disease prevention."

So, is this of any use to seniors? It actually is. Without having to make drastic lifestyle changes, there are simple things we can do. Get out in the sun – it supplies us with vitamin D and can also cheer us up. Do some form of exercise such as tai chi and yoga. (I like to walk the dog, and when it's warm enough go to the lake. Being at the lake is relaxing and it's a great place for social interaction.) Enjoying a nice hot bubble bath with scented candles might help us sleep better; many seniors complain about not getting a good sleep.

Our mothers were also right when they told us to eat our vegetables – cabbage, kale and broccoli are highly recommended. Fruit and nuts should also be part of our daily diet as they are good for our immune systems. As are Japanese mushrooms such as shiitake and oyster mushrooms. Spices such as garlic, ginger and turmeric can be beneficial. There are some nice herbal teas around. We just have to be careful not to decide to treat ourselves with herbal remedies.

Naturopathy treats patients as a whole, and naturopathic doctors have several years of training before they are certified to practice. Unfortunately, naturopathy is not covered by OHIP. Some individual and group insurance plans may cover it. It's worth taking a look at. Maybe it will help us live a bit longer. Maybe it will make the life we are living a bit better. Take a look and see if it is right for you.

Linda Calder is a retired teacher. She likes to write and enjoys spending time with her family. She also enjoys going on cruises, taking pictures and scrapbooking.

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Spring Horoscope

March 2018 to May 2018

by Julie Antoinette



Aries (March 21 – April 20)

You must learn the lesson of letting go. Know that anything you love can never be separated from you. The nature of love is connection and inclusion. The nature of fear is separation and isolation. Choose wisely.

Taurus (April 21 – May 21)

If you've hit rock bottom in one area of your life, know that this signals a new start. This spring brings a fresh new beginning. You've attempted to revive the situation but the planets urge you to abort mission and hit the "reset" button. It's time for a game change.

Gemini (May 22 – June 21)

You are entertaining existential-type questions lately. With every interaction, decision and emotion you experience, you ask, "Who am I really?". Don't be disappointed if you don't receive a clear-cut, unequivocal answer. You are many things, to many people, in many situations. You have so many facets to your persona that diamonds are jealous of you. You must content yourself with this answer.

Cancer (June 22 – July 22)

Burnout is catching up with you. You may think it's right, good and moral to put others first. However, you've nearly exhausted your resources to the point there's little left to give. You must fill your cup first. Iyanla Vazant, in her piece, "Put Yourself First" says wisely, "My cup runneth over. What comes out of the cup is for y'all. What's in the cup is mine."

Leo (July 23 – August 22)

That dream that's been on the shelf for many, many moons, now beckons. It's time to dust off the years of cobwebs and neglect. Get ready for the spotlight. The world will soon grant you an audience. But first, practice, practice, practice. You've gotten a little rusty.

Virgo (August 23 – September 23)

Buried emotions from long ago are surfacing. Fear not, they are surfacing in time for a spring-cleaning of your soul. You may be surprised (and maybe a little horrified) to find what's been hidden in the corners of your inner closet. Take comfort, we all have shadows and parts of us we'd rather not know about. The planets know you're ready to feel lighter on the inside. Feel it and heal it!

Libra (September 24 – October 23)

Your relationship needs a communication makeover, Libra. That issue that's been nagging at you about your partner needs a voice - and an open ear. Do you trust that your partner has the maturity and humility to hear you out and to move forward constructively? If the answer is yes, plan a time and place to chat. If not, will you forever hold your peace?

Scorpio (October 24 – November 22)

You may have endured a loss recently, Scorpio. Things may never be the same as they were and you can't go back. This is the nature of life. It must be lived forward. You can't have change without change. You are the sign of transformation and you know that in truth, all is not lost. You embody the wisdom inherent in the first law of physics: Energy cannot be created, nor destroyed, but simply changes form.

Sagittarius (November 23 – December 21)

Your professional and social lives are melding together to form a combination as brilliantly complimentary as is chocolate and peanut butter. Your confidence is fostered and bolstered by your collegial confidants and your success is assured. You've finally found your tribe. What's more, on a daily basis, you feel at home, at play and at work all at once!

Capricorn (December 22 – January 19)

Your partner is longing for more sensitivity from you. You may perceive your partner as needy and a little too 'emo' for your liking. However, the truth is, you could use a little more softness in your approach. Sure, when it comes to business, you're hard as nails. But in the bedroom, feathers are better.

Aquarius (January 20 – February 19)

A book you've read recently has captured your attention in a profound way. You don't know why but you can't let go of the feeling that a deeper message within its pages calls to you for clarification and application in your life. You must first understand your emotional reaction to what you've read and then you must question why you have that emotion. This will help you to unravel the message.

Pisces (February 20 – March 20)

A joyful activity that you were involved with as a child has come back into your life. You don't know where you lost touch with this activity but now that you've reconnected with it, you feel more alive, excited and full of wonder again. Your inner child has come for a visit. It's playtime!

Written by Julie Antoinette. Julie is a Sociology and Psychology graduate. In her free time, she is a crochet adventurer and musical muse. In this horoscope, she relays intuitive messages of guidance from the collective astrological archetypes. As above, so below.



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