PRIVILEGE MAGAZINE



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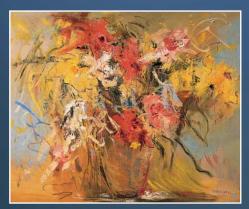
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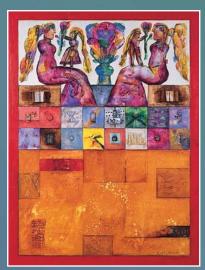
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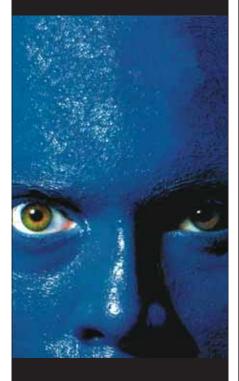
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EDITOR-IN-CHIEF

It may have been established as a celebration of the harvest, at a time when life in Canada was dominated by agriculture, but the Thanksgiving tradition is thankfully still embraced in the 21st century information age.

While technology has drastically changed the way we live and work, our sense of gratefulness for life itself remains. History advises us that Martin Frobisher, the famous English navigator, held a ceremony of thanks after landing in Newfoundland in 1578; just surviving the long boat journey inspired a copious outpouring of gratitude!

By 1880, the Thanksgiving tradition was so firmly established, Parliament made it a national holiday. Because we bring our crops in earlier than our southern neighbors, and to avoid conflicting with Remembrance Day, the federal government in 1957 proclaimed the second Monday in October the official Thanksgiving holiday.

Let's not forget that all too often the yield was poor when settlers finished the hard chore of bringing in the crops. There wasn't always a Horn of Plenty. Despite nature's cruel setbacks, such as crop failures, locusts, too much rain, not enough rain and dustbowls, families still gathered around the table to voice their thanks for what they had. (See Gregory Gallagher's Discovering Thanks Worldwide, page 36)

Recently, it has been impossible not to recognize the sad plight of millions affected by Hurricanes Katrina and Rita. Such modern equivalents of locusts and dustbowls, with losses of life, homes and jobs seem incomprehensible. Everything now happens on a global scale, as the unleashed horror of the Southeast Asian tsunami reminded us on another holiday, Boxing Day. The massive public response in money, time and concern for others was staggering and positive. Most people who can afford it donate time as well as money to causes of their choice. Our readers understand this and you can see fundraising events on practically any given night. (See our Happenings section: One x One page 68, Best Buddies page 70). It's no coincidence most successful and influential people, when asked their secret, say they decided early in their careers to dedicate a certain amount of time and money, through a tithe to their church, synagogue or mosque, or a donation to a non-profit organization. Ideally we harvest what we sow, and those of us fortunate to be affluent gladly provide back to the community.

We recently marked the 25th anniversary of Terry Fox's Marathon of Hope. (See Andrew Lopez's conversation with Betty Fox, page 32). Terry's selfless and unforget-table attempt to run coast to coast across Canada to raise money and awareness for cancer research reverberates to this day.

Because we all differ and have our own personal causes, a wide range of non-profit groups benefit from our diversity. Our need to donate and give back, points to our innate need to care. Why? Why do most of us respond altruistically? We give because we are thankful, privileged and feel blessed for what we have.

It's not inscribed in the Bill of Rights and you won't find it in a law book, but every comfortable citizen with a soul understands: that as do rights, *privilege comes with responsibility*. We are privileged and when asked to respond, we must and we do.

Summer is over and winter is poised. Thanksgiving reminds us to appreciate and be grateful for family, friends and good health. It reminds us that giving thanks and being thankful go hand in hand.

A happy Thanksgiving and bountiful autumn to all our readers!

Beth McBlain Editor-In-Chief editor-in-chief@privilegemgi.com















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PUBLISHER

Dear Readers: This summer has been a period of contradictions. I have seen on television scenes of despair and disbelief as well as tears of joy and gratitude; of stunning courage and physical weaknesses turned into Herculean strength; of political leaders appearing foolish. I have been encouraged by simple folks taking over leadership roles, saving lives and looking like giants.

This publication will never take political sides. It just deals with individuals from all sorts of backgrounds, religions and cultures that have accumulated financial wealth and can choose to do what they want when they want to do it. Over a glass of wine someone said to me that our magazine is targeted to the rich. I replied that, yes, our target readers are rich people in Canada. One of the fastest growing segments of our readership, however, represents individuals who aspire to wealth and those on their way there.

Whether riches are stumbled upon or, much more likely, earned through honest and sweat-inducing hard work, over the next ten years, some of those riches will change hands in Canada as billions of dollars are passed down in legacies to new recipients. I keep using the word "rich" because this is the word that seems to have stuck to the wealthy as a stigma, as in the term "filthy rich." One common myth was that rich people are greedy and spend time locked up in a dark room counting their gold.

Another is that "the poor" (what a horrible expression) are the only people who are good! I have been poor, my friends! I know how it feels when you do not even have the money to buy a coffee, and I do not ever want to be poor again. Being poor means you will never have the opportunity to *financially* assist a hospital that cannot afford to buy the latest medical equipment. You will never be able to *financially* support a

mentally disabled individual. You can never *financially* help remedy hunger in Africa. You can never *financially* support an individual who has just spent the past few seconds watching their home float away. I have learned the hard way that the best way to help the poor is not to be one of them yourself.

Being poor or rich is neither a stigma nor a disease. It is simply a description of reality. The rich have put their hands deep in their pockets over and over again recently and have stepped up and supported with hundreds of millions of dollars for families in need, the not-for-profit associations, medical necessities, and so much more! Those not rich in finances have dug deep as well. It's just that the rich are in a position to do more, if they so choose.

This is my way of thanking all our readers who happen to be rich for all their support and donations to a variety of causes. It is because of you that **Privilege Magazine** exists. Governments can't afford to do everything. Take the rich out of the equation of giving, and I warrant that most philanthropic and not-forprofit organizations would go bankrupt.

Did I win the battle with my friend about rich and poor? At the end of our heated discussion, he apologized to me and said that perhaps he should reevaluate some his goals in life and that perhaps being rich does carry the *privilege* of being able to make a difference-the difference of being able to help our fellow human beings.

Thank you!

Tom A. Vachliotis, MBA Publisher tomv@privilegemgi.com

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Mobile Lite

At the mall or between classes, preteens can stay in touch via the Firefly mobile phone, while parents can monitor the kids' usage and also control costs. Designed without the expense of a full-featured cell phone, the Firefly limits the range of numbers available to the user. With a 22-number memory for outgoing calls, which parents are able to program



and lock using a PIN system, as well as speed-dial buttons for Mom and Dad, the Firefly fills a new niche in the cell phone market. Controlling outgoing calls results in safety as well as financial benefits. Parents relax in the knowledge that they can contact their child throughout the day. The kids who might not otherwise score a phone of their own tiptoe gently into the world of cell use. Like its grown-up counterparts, the Firefly features personalized ring-tones, screen colors and animations. Accessories include a glow-in-the-dark skin or a hands-free earbud, just in case kids need to feel even more cool while they're talking on their new cell...Available through Rogers Wireless: www.rogers.com/firefly

- Elayne LAKEN

A KissKiss from Guerlain

Inside and out, Guerlain's KissKiss lipstick line radiates lip luxury. Thirty brilliant shades pink, red and orangey browns with such dramatic names as Rose Coquin, Terre d'amour, and Rêve d'or emphasize romance and love.

Interferential pigments called Precious Reflect enhance each lipstick with the effect of a glimmering precious stone. There's a shade for everyone with subtle iridescent hues such as Envie de Beige or, for a bold femme fatale look, Exces de Rouge. Based on a CreamSoft Complex infusion of Vitamins A and E to smooth and soften lips for comfort, KissKiss delicately perfumes the lips with violet and red fruit for an exquisite feeling.

> With the surface of each gold case handcrafted and polished, each unique lipstick provides a delightfully sexy surprise--the lavish sound of a kiss as you click the casing open and shut.

Wine thinking inside the box

Fine wine in a box? Boxed wines have long held a reputation somewhat south of stellar, a product for college students. For the first time in North America, however, wine aficionados can taste a real vintage in a box. French Rabbit is the first wine to be packaged in a "tetra pak" container. The chardonnay, cabernet sauvignon and merlot from the Boisset Winery in France and are being touted as the perfect marriage between old world quality and new world thinking. Versus 40% for the bottled variety, boxed wine's packaging represents just 4%, so there's little waste. It would take more than two-dozen trucks filled with bottles to equal just one truck filled with empty Tetra Pak containers, a vast saving in gas and harmful emissions.

Environmental (R)evolution



"This is the beginning of a new trend in Ontario that will benefit consumers, winemakers, and the environment," said LCBO Chair and CEO Andrew Brandt. "French Rabbit is the first of several wines in Tetra containers LCBO will be offering this year." He also noted that the unbreakable containers are ideal for entertaining, featuring lightweight packaging with re-sealable caps. In addition, 50¢ from the sale of each container will go to the LCBO's Natural Heritage Fund, which goes towards creating habitat for wildlife throughout Ontario.

Go ahead...buy a box of wine. Not only are your college days over, you're ahead of the pack—the Tetra Pak, that is.

French Rabbit Cabernet Sauvignon (1 Liter) \$12.95 French Rabbit Merlot (1 Liter) \$ 12.95 French Rabbit Chardonnay (1 Liter) \$12.95 At LCBO stores in Ontario. Call 1.800.668.5226 or www.lcbo.com for more information or store locations. - Zack MEDICOFF



Monarch Butterflies the Crowning Glory

In Native North American Legend, if you capture a butterfly, you are to whisper a wish to it and set it free. Since butterflies are silent, only the Great Spirit hears your wish on the whisper of their wings and grants it.

If you are looking for an out of the box attraction to make your event special, Monarch Butterflies will leave your guests in awe. Yes, you read right, butterflies. Torontobased butterfly wrangler, Ken McGrath, assisted by Kymber Wright, has made a business of assembling Monarchs to release live at weddings, birthdays or events. Concurrent with conservation efforts, McGrath's company Magical Monarchs, specializes in this most famous butterfly. The wrangler himself explained that the released Monarchs, fully grown adult butterflies, either return to nature and lay eggs or migrate in the fall.

Known for their majestic, intricate black and orange pattern, the Monarch butterfly also attracts attention for being one of the few migratory butterfly species in North America.

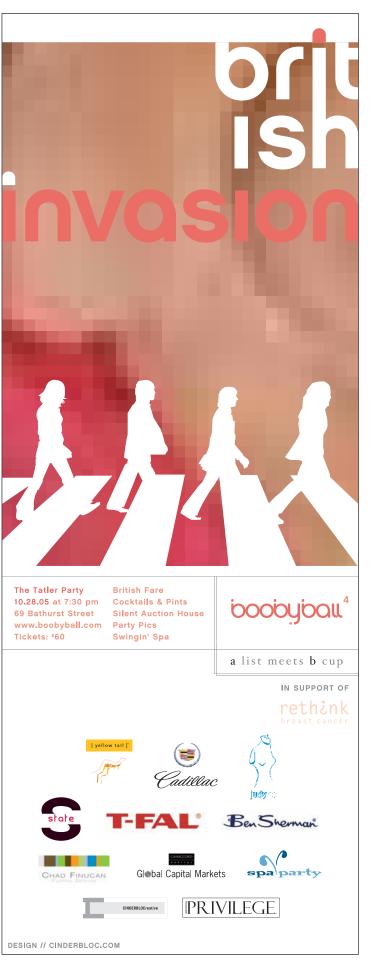
Over thousands of years, it appears the Monarch has evolved and become genetically programmed to fly north to Canada and the United States every spring and then migrate south in the fall to Mexico. The mystery of the Monarch lies in lifespan - summer butterflies usually only live between two to six weeks in North America. Fall generations can live up to eight months to make the long haul south. Something to ponder.

To learn more about this crowning glory, check out www.monarchbutterfly.com website, or visit the Niagara Falls Butterfly Conservatory every spring and summer. www.niagaraparks.com

Whispered wishes, carried on the wings of the most magnificent butterfly of them all. Who knows? Maybe the legend is true.

- Elayne LAKEN

UP FRONT



TOP 10 FANCI-FALL MUST-HAVES by Elana SAFRONSKY

Perhaps the cruel skimpiness of summer makes us long for the forgiving comfort of long pants, ample sweaters and waist-enhancing wrap coats, or perhaps stocking up on extravagant items helps us ward off the cold boredom of winter. Our need to amass all things new as the seasons turn takes on a particular urgency with the advent of fall's cooler weather. Invariably, as soon as an August evening requires a cardigan, we dig out the plastic. While it may get a bit out of hand, to whom it may concern: we're not sorry. For those of us diligently contributing to Canada's economic prosperity, Privilege presents a list of the top ten most "fanci-fall" must-haves of the seasons, to shop us into a blissful denial of the impending gloom...



THE FLYING BENTLEY

First and foremost, we would like to state that the Bentley Flying Spur is not a "chick car." But it is a four-door. In the event that you shied away from the instantly beloved Continental GT because of its baby-seat/extra curricular activities incompatibility, this luxe four-door sedan cures such reservations. With the driving experience, technology and performance of a GT, the Flying Spur does 0-60 in less than 5 seconds and hits a speed of nearly 200 mph. Inside, however, you might mistake it for a proper English sitting room-it's that large. Even if the familial is of no concern to you, it somehow seems more appropriate to enjoy the cool air and the colorful fall paysage from a more spacious, sedan-like interior. You may even take to the back seat for a leisurely, chauffeured ride. As usual, Bentley seamlessly marries the natural exclusivity of upper-crust tradition with the contemporary advancements in the thrilling world of speed.

For details, contact Sales Representative Jorge de Carvalho, at Bentley Toronto, 740 Dupont Street. www.bentleymotors.com 416.530.1880



MICRO iPOD

From mini to micro, Apple unveils the latest addition to its world of lovable information hardware. The ceaseless one-upmanship that seems to preoccupy techno-geeks has resulted in the ipod nano. Approximately the size of two sticks of Wrigley's gum placed side by side and as thin as a pencil, this music buddy is no younger sibling to its predecessor. Although offering a maximum of 4 GB—still an impressive three days' worth of music—the little ipod-that-could trumps the big one with a 1.5-inch color screen that displays the album artwork of the song you're playing, does everything the bigger ipod can, and carries your photos to boot. Now that the marvelous nano has hatched, the old ipod simply no longer suffices. Available in black and white styles. www.apple.com

A STUNNING SCORPION

Scorpio children and showstopping necklacelovers alert: simply unparalleled, this sought-after piece of jewelry is a favorite of Hollywood and society ladies. Interpretive, organic and wholly unique, the scorpion necklace bares the Peretti signature in every delicate

detail. Forming the clasp, the scorpion's claws extend to intertwine around the neck, the round edges of the head and body reminiscent of the prolific Peretti "bean." Consisting of connected, movable parts, the whole chain cascades toward a pendulous tail, to be suspended in a plunging neckline. Divinely fluid, this décolletageenhancer, available in both gold and silver, is absolutely arresting. Think benefit balls, black-tie functions, dining at The Cliff in Barbados, or sporting it with a strapless, black one-piece on a snowbird getaway. Commissioning a marble bust encased in glass to display it may be fitting—it truly is a work of art.

Available at Tiffany & Co. 85 Bloor Street West, Toronto. www.tiffany.ca 416.921.3900

DENIM AND FUR: A STRANGE AND WONDERFUL MARRIAGE

Arriving in LV stores everywhere, the chinchilla-trimmed denim handbag so hot it may still be warm from being held by a

Russian supermodel-ova on the runways of Paris. Adding denim to his roster of fine materials for Fall's ready-towear handbag collection, Marc Jacobs waves the wand and reincarnates this historically utilitarian weave into this season's most desirable luxury item. Deep indigo, distressed and monogrammed, the rich denim appears in various capacities throughout the handbag collection. The chinchilla-trimmed trapeze model, however, wins as our absolute favorite. While the jeweled handles and ephemeral softness of the chinchilla fur keeping your wallet warm might contribute, Jacobs' ability to put an exclusive twist on such a ubiquitous material captured our imagination. Indisputably, this is THE handbag of the season. Available at Louis Vuitton. www.vuitton.com 1-866-VUITTON

HEELS AND TOES ABOVE THE REST

The liberating era of quaint, comfortable, walking-friendly flats sadly draws to a close. While we deliriously amassed heelless shoes in every shape and color, the style Meccas of the world busily churned out fashion-forward prototypes, teetering in platform heels of up to 90mm. As usual, the minute vou turn your head on those

relentless runways they pull the rug from beneath your feet. Nevertheless, when you decide to pack it in and purchase yourself a pair of pedestals, go for this season's hands-down winners--the 90 mm YSL "Jeanne" pump and 90 mm "Ida" wedge platform boot. For a second opinion, look to the fashion editorials of any top fashion magazine. Chances are you will see a variant of the round-toed, stacked-heeled, triple-platformed Jeannes, accessorizing the most desirable looks of the season. Available at Corbo Boutique, 131 Bloor Street West, Toronto, 416.928.0954

UP FRONT

CURLY QUALITY CASHMERE

The cashmere to end all cashmere, as Hermès often purveys, feign a little regal affectation by draping this luxurious shawl around your shoulders, and floating from room to room Louis XIV-style, delegating. The long shaggy fibers retain warmth so efficiently they're comparable to fur, adding to the throw's resemblance to a bygone monarchic fur cape. Those of a less megalomaniacal bent can quietly revel in this super-blanket's credentials-150 x 200 cm of the softest fiber spun and woven by hand in India, from 100% extremely refined cashmere from the high plateau of the Ladakh. How is it that Hermès manages to get us every time? unabashed Pure, luxury. Available in

"papaya," "safran," "fuchsia," "naturel" (shown) and "ivoire," at Hermès Boutique Toronto, 131 Bloor Street West, 416.968.8626; Hermès Boutique Montréal, 1300 Sherbrooke Street West, Montréal, 514.842.338; Hermès Boutique Vancouver, Pacific Centre, 633 Granville Street, Vancouver, 604.681.9965

"passiflore,'

ORGANIC PILLOWS AND BEDDING LIGHT ON THE PLANET

The Total Home Environment Store voiced something many have thought for some time: If organic products are so great for our inner bodies, then why not for the outer? One of the main forces behind propagating this idea,

T.h.e. Store carries a variety of

organic home products, including leisure-wear, towels, robes, bath and shower accessories, but it's the organic bedding that's garnering



recognition. Even if your bed is the ultimate in heavenly softness, wouldn't it be even better to rest your precious noggin on one of T.h.e naturally cultivated materials? Add the coddling cotton of organic linens, and lessen your worries about the world and its injustices. All products are part of a green, ethical, sustainable and renewable economy. Organic pillows, linens and duvet--approximately \$2000. Buying something and not feeling guilty about it? Priceless. For details, visit T.h.e. Store at Hazelton Lanes, 87 Avenue Road, Toronto. www.t-h-e-store.com 416.921.7317

BELLISSIMO!

A certain element of rustic chic has made a notable appearance on the runways of Paris and Milan for the '05 ready-towear collections. For this Fall's romantic vision of frontiersmanmeets-Russian-peasant, a shearling

ensable.

coat/vest/hat/bag is indispensable. One of North America's most recognized designers of shearlings and other coats, Dominic Bellissimo creates a vastly diverse catalogue of

styles, making use of shapes, influences and materials that have inspired a worldwide clientele. To update your outerware in the most au-courant themes, look to DB's "Vogue" and "Lady" style groups in the 2005 collection. Shearlings in the "Vogue" group favor streamlined silhouettes with luxurious fur trims and crisp details while those in the "Lady" are preoccupied with feminine details such as soft ruffles, cinched waists, full lengths and voluminous sweeps. Truly bellissimo. www.shearlings.com or call 1.800.265.4363

"7 FOR ALL MANKIND" BOOT-CUT JEANS SPARKLE

The latest in denim witchery, this hybrid, hand-studded, custom-faded, no-two-pairs-are-alike, limited edition boot-cut pair of jeans makes it hard for other jeans to compete. You can try to remain rational, cavalier even, but once you see these, once you try these on, you will succumb. Combining the genius, truly revolutionary fit and the painstakingly faded, high-quality denim of 7 For All Mankind with the handy craft of Great China Wall,

these coveted pantalones lead the embellishment trend that is also one to watch. A brigade of Great Wall of China--a line that works entirely in vintage fabrics--craftspeople have hand-applied studs and Swarovski crystals to each pair of Lucky 7s in a signature starburst and paisley patterns. They bedazzle in a way that would convert even the most austere fashion puritan. Denim aficionados know to start hoarding these ASAP, since the limited edition makes them prime collectors' items. Available at



TNT Blu, Hazelton Lanes Shopping Centre, 87 Avenue Road, Toronto, www.tntblu.com, 416.975.1810



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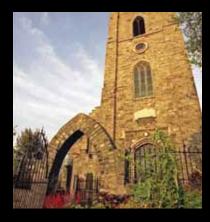


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Guaranteed Attendance Tickets *A*ast year the European team displayed such superb talent and team spirit that it captured the coveted 2006 Ryder Cup of golf on American soil, returning the coveted trophy to the prestigious K Club in Ireland.

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The Open Championship (especially in the United States, commonly referred to as the British Open, perhaps to distinguish it from other national opens), is the oldest of the four major championships in men's golf.

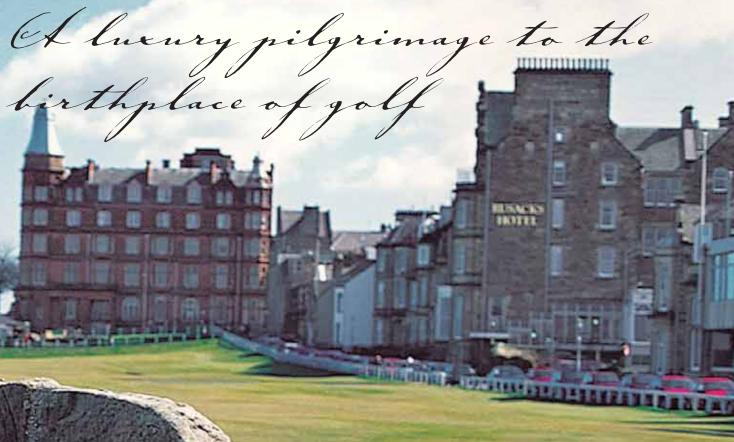
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This nine-day program starts in the former French colonial city of Saigon where guests visit historic buildings, the Cu Chi tunnels in Ben Dinh, take a boat cruise along the Saigon River and enjoy traditional musical performances with dinner.

Other highlights include a day trip to the Mekong Delta with visits to central Chinatown, rice fields, a craft village, and a private river cruise with stops at a wine factory and local homes. In Hue, considered one of Vietnam's cultural, religious and educational centers, dragon boats navigate the Perfume River, dropping passengers for a visit to the Forbidden Purple City.

Hanoi, the present capital of Vietnam, awaits with a private lecture at the Temple of Literature, tours of the Ho Chi Minh Mausoleum and the lotusshaped One Pillar Pagoda, a guest art lecture on Vietnamese art, and a special group tour to the Fine

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Arts Museum. Once at Halong Bay, the UNESCO World Heritage Site welcomes guests aboard a private deluxe junk boat for a cruise along the bay's 3,000 islands with stops at several islets and grottos.

On the final day in Hanoi, guests venture on a cyclo tour of the scenic old quarter, with other stops and free time for last-minute shopping.

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FEATURES

The Hope of **Our Nation's GREATEST SON** A Conversation with Betty Fox

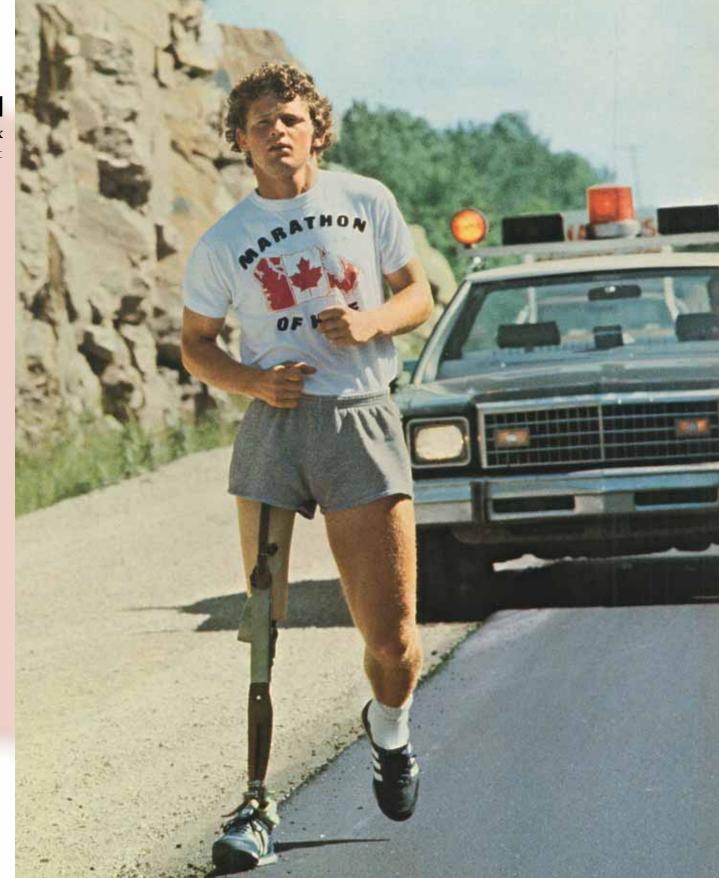
by Andrew LOPEZ



Betty Fox

The gravitational pull between mother and son is perhaps L beyond explanation. Is it duty that compels her to marvel at his brilliance, wince at his pain, wipe away tears, encourage him past setbacks? Is it duty to instill respect, not only for others, but also for himself? Is it duty that promotes a need to do his best at all times or that compels a son to return home, or is it love, proof of the bond?

For 143 consecutive days in 1980, 21-year-old Terry Fox ran a marathon. On Sept. 1st he stopped. The sight of his one-legged figure, hop-skip-jumprunning in a white T-shirt emblazoned with a map and a maple leaf, and the words "Marathon of Hope," had become a familiar one on highways and TV sets. Fox had run on his good leg, a prosthesis and a prayer 5,373 km two-thirds of Canada - from



in miracles. I have to."

Newfoundland through most of Ontario, raising money for cancer research. His parents flew from their B.C. home to their son's side.

As the curly-haired young man explained in a trembling voice at the press conference, "Well, you know, I had primary cancer in my knee three-anda-half years ago, and now the cancer is in my lung and I have to go home, and have more X-rays or maybe an operation that will involve opening up my chest or more drugs. I'll do everything I can. I'm gonna do my very best. I'll fight. I promise I won't give up."

"I don't feel this is unfair. That's the thing about cancer. I'm not the only one. It happens all the time, to other people. I'm not special."

Terry heard his father saying, "I think it's unfair. Very unfair." Terry, however, responded, "I don't feel this is unfair. That's the thing about cancer. I'm not the only one. It happens all the time, to other people. I'm not special. This just intensifies what I did. It gives it more meaning. It'll inspire more people. I could have sat on my rear end; I could have forgotten what I'd seen in the hospital, but I didn't. How many people do something they really believe in? I just wish people would realize that

"I'm not a dreamer, and I'm not saying this will initiate any kind of definitive answer or cure to cancer, but I believe

- Terry Fox

anything's possible, if you try; dreams are made, if people try. When I started this run, I said that if we all gave one dollar, we'd have \$22 million, and I don't care, man, there's no reason that isn't possible. No reason. I'd like to see everybody go kind of wild, inspired with the fundraising."

Ten days after the 25th anniversary, I interviewed Terry's mother, Betty Fox, by phone. "Terry was always extremely stubborn and dedicated," she told me. "From a very early age he liked to do his own thing. He loved being outside and playing sports. He always worked hard, whether it was in school, sports or simply playing a game." She recounted how, at just six months, she would find him in his high chair, playing with the plastic men and wooden building blocks on his tray. He would spend hours playing, but methodically putting together the building blocks in just the way he wanted them, regardless of how long it took to accomplish. He would not stop until he finished what he started.

Born in Winnipeg and raised in Port Coquitlam, B.C., Terrance Stanley Fox grew up playing many sports. Although he harbored a special love for basketball, in Grade 8 he played only a minute of the whole season. By relentlessly working on his game in his final year of high school, not only was he the starting point guard for his Varsity team, but he also won the Co-Athlete of the Year honor, sharing it with his best friend, cross-country runner Doug Alward.

A hockey lover, Terry grew up idolizing the Boston Bruins and Bobby Orr, and greatly admiring Toronto Maple Leaf legend Darryl Sittler. At the Toronto rally he would not only meet Darryl Sittler, but wear Sittler's All-Star jersey. He also had the opportunity to meet Bobby Orr on another occasion at the Four Seasons Hotel in Toronto.

At the tender age of 18, while in his first year at Simon Fraser University, Terry began suffering great pain in his right knee, believing it to be basketball-related. Mrs. Fox recalls Dr. Piper's words, "I wish I could tell you that you have a sports injury, but what you have is osteogenic sarcoma - bone cancer. We must amputate your leg in five days." Mrs. Fox recounted that Terry cried very hard, but he came up to her and told her, "Mom I've always tried hard. Now I'm going to try harder because I'm not ready to leave this world and I will not feel sorry for

myself." She tells me that it was very hard to take care of Terry because, "He would not allow you to be negative," she said. "He forced us to be very brave for him."

The night before the amputation, Terry's high-school coach brought him a running magazine with an article about a man who had run the New York City Marathon with a prosthesis. Suffice it to say the seed was planted. Terry underwent a grueling 16-month

treatment and rehabilitation program. In the hospital Terry witnessed the pain, hardship and hopelessness so many suffered as a result of cancer. In the late '70s and early '80s more than 66% of cancer patients succumbed to their illnesses. Terry immersed himself in research, learning how little money was going into cancer research.

"I wish I could tell you that you have a sports injury, but what you have is osteogenic sarcoma--bone cancer. We must amputate your leg in five days." For 14 months Terry told his parents he was training for the Vancouver Marathon. During this period, he ran 100 consecutive days, taking only Christmas Day off at his mother's insistence. One day Terry told his mom he had been lying to her. Rather than training for the marathon, he planned to run across Canada to raise money for cancer research. Betty originally opposed the idea, knowing the physical toll it might take. She tried to discourage him, suggesting, "Why don't you just run across B.C.?" Terry answered, "Because not only people in B.C. get cancer, Mom."

In 1980, Terry and his friend Doug flew to Newfoundland to begin the "Marathon of Hope" on behalf of patients in cancer wards, who, according to Terry, are the true heroes. On April 12, with a few dozen on-lookers, Terry dipped his artificial leg in the Atlantic Ocean at St. John's harbor, filled up a gallon jug with water from

> the ocean he intended to pour into the Pacific and began running home. He ran 26 miles a day through snow, freezing rain, howling winds and very little public attention. As he entered Ontario, however, he caught the eyes and imagination of a nation. Donations started pouring in and Terry decided to try and raise one dollar for every Canadian. Betty and the Fox family joined him in Toronto as thousands lined the streets--cheering, encouraging

and donating. It was only in Toronto and Nova Scotia that Betty saw Terry run, because it was too hard for her to see her little boy push himself daily to such extraordinary lengths.

I asked Mrs. Fox how she felt seeing her son run into Toronto City Hall where more than 10,000 people had gathered. "We were so excited and proud," she said. "Because Terry's message was out and Canadians were responding in kind." When she recalled Terry's phone call of September 1, 1980, reporting the return of the cancer, now in his lungs, she said, "I thought he had beaten the disease. It was a terrible, terrible shock, but Terry would not allow us to feel bad."

Terry flew home. On September 18th he became the youngest Canadian to receive the Order of Canada. He was named Canada's Athlete of the Year as well as Canadian of the Year. On February 1st, his dream of raising one dollar for every Canadian became a reality: the Terry Fox Foundation reached \$24 million dollars in a country with a population at the time of 24 million. Terry succumbed to his illness on June 28, 1981.

On September 15, 2005, 3.5 million children from almost 10,000 schools across Canada took part in the Terry Fox School Run. Two days later, millions around the world joined Canada in the 25th anniversary of the Terry Fox Run, celebrating Terry and continuing to raise money for cancer research. More than \$360 million dollars has been raised over the last 25 years. It is through the work of Terry's brother Darrell and the rest of the Fox family that the legacy of Terry burns at least as brightly today as it did during his run. Many feel privileged to follow in the footsteps of a boy who neither experienced nor comprehended the possibility of giving up, of perceiving himself a victim of circumstance. It is in his unstoppable will to live that so many find inspiration. In his initial fundraising letter to corporate Canada before his run, Terry wrote: "We need your help. The people in cancer clinics all over the world need people who believe in miracles." As he said during his run: "If you donate even \$1, you are a part of the Marathon of Hope."

"I thought he had beaten the disease. It was a terrible, terrible shock, but Terry would not allow us to feel bad."

As I spoke to Betty Fox, I could feel her pride in all her children and the anguish in her heart as she recalled Terry's illness. While all Canada has come to share her son, it is because of her and her instilling values in Terry and his brothers and sister that we witnessed the sacrifice of one Canadian, not for his own sake but for the sake of our individual bodies and collective spirit.

As the interview came to a close I asked Mrs. Fox to describe Terry in three words. She needed more. Suddenly she spoke not to me but to her son: "Terry what you have done for the world is unbelievable. You have saved thousands of lives from cancer. You represent integrity and honesty. We are truly proud of you, we love you, we miss you every single day. You will live in our hearts forever."

With each step Terry carved into the Canadian identity the hope, innocence and the refusal to give up that have come to define our nation's character. On behalf of all Canadians, thank you, Mrs. Fox, for sharing your miracle with the world.

Andrew Lopez can be reached at andrewl@privilegemgi.com Visit www.terryfoxrun.org to become a part of the worldwide annual Marathon of Hope.



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Discovering Thanks Worldwide

by Gregory B. Gallagher



s homemakers throughout North America energetically design festive family celebrations for Thanksgiving Day, the concept of giving thanks comes into special focus for each of us. While the experts continue to debate as to when the inauguration of this North American tradition began, most Americans agree that it was in Plymouth around 1621. But there was another one many years before this date, held on the shores of Newfoundland in 1578 by English travelers arriving after a particularly difficult ocean crossing. Thanksgiving Day is held at different times of the year in Canada and the U.S., due to variations in climatic conditions and different harvesting periods.

What few of us may realize is that the First Nations People were the organizers of that 1621 Pilgrims party, mounted in order to share the local appreciation of harvest bounty with the new immigrants. It was such an astounding event to the Pilgrim's puritan mindset, what with the unabashed dancing, feasting, singing and camaraderie, that in the aftermath of such ribald fun, the Pilgrim elders decided to cancel such celebrations for several years thereafter.

Thanksgiving Day has now risen to become a most cherished family tradition and one that involves every age group, economic class and character idiosyncrasy. Grandmothers stand shoulder-to-shoulder with new mothers, daughters, cousins, and friends, to assemble plate after plate of hand-me-down recipes, experimental mélanges, and systems of handling "the bird" which sometimes defy description. Some even prefer this non gift-giving day to the commercial commotion now surrounding Christmas. The essence of Thanksgiving Day remains intact over the years: to assemble family and friends for the sharing of a meal and giving thanks for our plentitude.

So, while North Americans celebrate Thanksgiving Day with our beloved turkey, and every possible trimming imaginable, what is remarkable to note is that global cultures of every stripe

participate in this activity of giving thanks at one time of the year or another, without exception to race, color, creed, financial strata or political persuasion. The following are a few of the other ways we give thanks around the planet:

Ramadan

One of the largest feasts of the year for the Muslim population follows the religious month-long Ramadan sunrise-to-sunset fasting exercise. Held in the ninth month of the Islamic calendar, all Muslims (almost 1/4 the population of the world) must fast during daylight hours. There are only a few who are exempt, e.g., soldiers, the sick, and the young. Integrated into the Ramadan season is also a strong sense of community, and many mosques sponsor iftar (literally: break fast) meals after sundown for Muslims to come and end their fasting as an extended family.

Because of their purely lunar calendar, Ramadan occurs in varying seasons each year. In 2005, Ramadan begins on October 4th and continues through November 3rd. The final day of this revered time, called Id al-Fitr, caps their ritual with a banquet of

food. Some of the traditional delicacies served up to the perennially hungry celebrators includes Mutton Biriyani, a succulent lamb dish made with basmati rice, ghee butter, raisins,

almonds, cloves, cardamom, garam masala, ginger, anise seeds, saffron and chili powder. Muslims serve this meal with egg paratha, a type of simple flat bread, and sekanjabin, a sweet mint drink.

Sukkoth

Meanwhile the Jewish fête of Sukkoth serves to acknowledge the abundance of God's blessings in connection with their gathering of fall harvests. This is an eight-day festival, seven of which celebrants call "living in tabernacles or booths." Jewish people traditionally build "booths," or temporary shelters made of branches and leaves, as a reminder to future generations of how the Israelites had to live in booths when God delivered them out of Egypt. They call the eighth day "The Last Great Day" and a number of Christians believe this is the date of Christ's birth when He came to "tabernacle among us."

The daily format of this festivity is one of congregational service (usually before noon) consisting of songs,

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sermons, and announcements. Afternoons are typically free for individuals to spend their time with their families. It is also a ritual for those reading from the Torah to gather their relatives and friends in their home to rejoice with a dinner banquet. The Sephardic menu is made up of stuffed cabbage with

rice, meat pie, mixed vegetables with meat, and quince jam, while variations on this call for tomatoes with rice, stuffed zucchini, tuna fish balls and blancmange, a sweet

dish made from puff pastry cakes with a filling of almonds flavored with candied fruit and lemon peel.

Tarnetar

A tribal matchmaking fair in India is the annual opportunity for scores of Indian families to give thanks for the opportunity of putting new families in motion. A wildly popular gathering for all, the Tarnetar matchmaking extravaganza takes place during the first week of August or September in a quiet hamlet transforming itself into a whirl of color and excitement, music and ceremony. This festival also coincides with Oman, the celebration of the year's harvest.

This three-day fair explodes in and around the Temple of Shiva or "three-eyed-god" popularly known as Tarnetar. The tribal youth dress elegantly in colorful dhoti jackets, eye-catching turbans, large embroidered umbrellas and distinctive hairstyles, trying to make themselves as suitable as possible for the village belles, who in turn dress in their own original costumes.

The beauty of the Tarnetar festivity lies in the spontaneity of their communal gratitude, as the people joyously break into folk songs and boisterously dance to the accompaniment of drums and an assortment of ancient musical instruments. The young, both men and women, swing and sway in obvious abandon to the throbbing rhythm of the ras garba and the hudo dances. The most thrilling sight of all is the rasada, the fascinating folk dance performed by hundreds of women of all ages. Moving gracefully in a giant circle, and dancing to the sounds of four drums and double flutes called jodia pava, their gorgeous traditional costumes and captivating dance make the Tarnetar Fair a unique synthesis of folk art and cultural thanksgiving. FEATURES

Tet

Vietnamese families sometimes spend an entire year's savings on one night of food, drink and fireworks known as Tet. This celebration marks the end of the lunar calendar and the fireworks are one way to frighten bad spirits away before the beginning of the new lunar year. They believe this is the best time of the year to forgive anyone who has done wrong to another person, to cancel debts, put last year's problems behind oneself, and to dream and regain any lost hope.

Ask anyone who is Vietnamese, they will tell you that celebrating Tet is impossible without the traditional food called banh chung, a square glutinous rice cake,

while most homes receive a decoration of peach or pinkcolored flowers and sometimes live kumquat trees. Relatives meanwhile pass out tiny red envelopes filled with "lucky money" to grand children and selected family members.

Other favoured Tet foods include fatty pork with fish sauce and coconut milk known as

thit, pickled spring onion, which they call dua hanh, and pickled leek tips. Eating is unanimously important in Vietnam during Tet and is part of a famous expression "an Tet". This saying literally means, "eat Tet" but has a wider meaning of celebrating Tet with all the traditional activities and festivities for this special occasion in Vietnamese communities around the world.

Diwali

Diwali, the Hindu festival of lights, is the most popular of all the festivals from South Asia, and is the occasion for harvest celebrations by Jains, Sikhs and Hindus on every continent. The festival of Diwali extends over five full days and nights in either October or November, and because of the focus on the use of lights, fireworks, and sweets involved, is a particular favorite with children everywhere.



Whether celebrating in Trinidad or England or Bali, roti is the most popular of the Diwali delicacies, and is the base from which most other dishes are prepared. Roti is a light bread similar to pita, which cooks wrap around

curry-based vegetable stuffs. There are also several varieties of these roti in use and of course, curries abound throughout these rich meals.



Any Diwali banquet perennially boasts potatoes & chick peas, patties prepared with soaked and ground split peas and flavored with spices, golden apples, specially

> prepared pumpkins, chutneys and steamed dasheen leaves. Sweets are the most popular though, and usually given as a symbol of goodwill to guests and family. Leading the sweets list are: khurma (sweet hard sticks), goolab jamoon (a soft version of khurma) and sweet rice or kheer (rice and milk pudding).

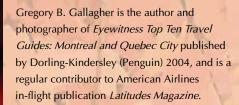
Final Course

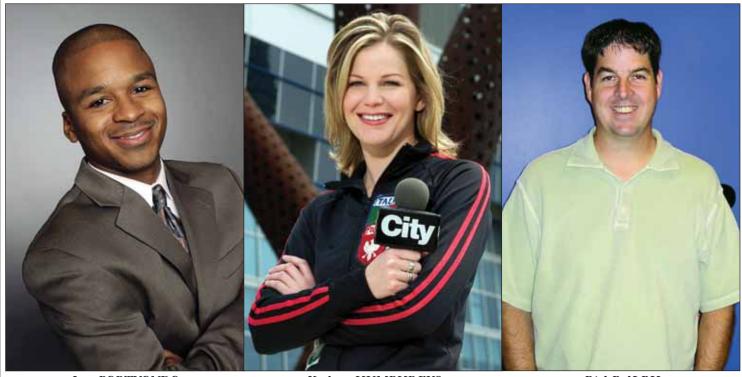
In the final analysis of thanksgiving, it does not matter whether you are preparing herb-roasted maple turkey, or stuffing spring rolls with a piquant sauce, the order of the day is to raise your voice in thanks for our bounty and the company we cherish and invite to our tables. There seem to be as many ways of giving thanks around our world as there are nations, tribes, or religions, and in the end, it is the sharing of this simple

> expression of our lives with others, which creates the magic and sweetness to any of our reveries.

Happy Thanksgiving!

Р





Jason PORTUONDO

Kathryn HUMPHREYS

Rick RALPH

If a Puck Fell in the Forest...

by Peter GROSS

Rick RALPH, 35, has been with Fan590 radio since 1996. Last spring he inherited the coveted morning slot on mother station 680News when the legendary Bill Cole departed to marry his North Carolina sweetheart (and perhaps to watch some Tar Heels games). Ralph has a goalie's mentality, having stopped pucks from bantam hockey through midget and senior leagues.

With the long-awaited NHL season finally upon us, Privilege Magazine cornered three prominent Toronto sportscasters and asked each the same five questions.

Thirty-three-year-old **Jason PORTUONDO** has been an anchor-commentator with Sportsnet for three seasons. It's been hard to miss his face on the giant billboards around the city and even harder not to smile at the rapidfire humor he incorporates into his casts. Portuondo, for reasons unknown, is a rabid Boston Bruins fan and can't decide if his greatest moment in hockey is the day he met Cam Neely or the last time the Bruins beat the Canadiens in the playoffs.

Kathryn HUMPHREYS,

34, has risen to goddesslike status as City-TV's most appealing sportscaster. Humphreys is more comedian than jock. She's equal parts Lucille Ball and Candice Bergen with

just enough Jim Carrey thrown in the mix. Not that she doesn't have a credible sports background. Her father John owned the OHL's Oshawa Generals for many years and she went out with an NHL goaltender for almost a decade. "I broke up with him because his pads were too thick," she insists. Now she dates Johnny Fay, drummer

Eric Lindros, September, 2005 (Training Camp). Photo by Alex Urosevic, Sun Media Corp.

the other players.

the least interested?

if they'd just change the hockey sticks of

Privilege: Which cities will be

Phoenix. I'd even throw L.A in there,

too. I think all the Canadian fran-

chises will be great-especially Calgary

time they didn't have a chance and

now it seems everybody does. I think

Atlanta, but they've made some off-

season changes and could be one of

the rare small-market franchises that

thrives. They already have a star player

in Ilya Kovalchuk and they also signed

it's made it an even playing field.



for the Tragically Hip, about whom she boasts, "The man has good rhythm."

Privilege: Will the fans care about the next NHL season?

Portuondo: Oh, hell, yeah. I think a lot of people care. Everybody's forgotten about the lockout and they're just hungry and they want it back. Think of a good piece of steak. You haven't eaten for a while and you have the chance to sink your teeth into it; you're going to do it! There's all this talk about boycotting to make a statement. Guess what? That's not going to happen.

Humphreys: In Toronto, yeah. We're the only city that covered the lockout every single day. If I heard one more person say we've made progress and we're going to meet tomorrow, I was going to hurl!

Ralph: Yes, I think only because of the new rules and player movement. If the teams hadn't changed and everything had stayed the same, people would have been driven away even more. The rule change that annoys me is the goalie rule, not being able to play the puck. I like the idea of the pads being smaller because that was getting a bit much. Now Marian Hossa. Carolina, Anaheim, maybe Nashville – some of these smaller market teams have acquired some decent players and they may surprise us. The new landscape of the NHL will actually help the small market teams and it could turn out that the lockout was the best thing to ever happen to hockey.

Privilege: Yeah, right and Gary Bettman can slam-dunk.

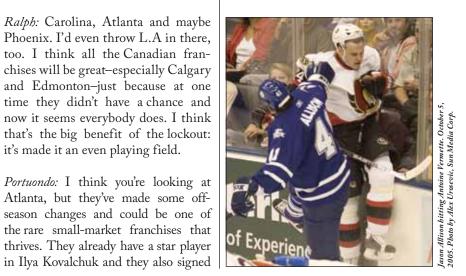
Humphreys: People have said Nashville, but I've heard that Nashville has an amazing fan base. You'd think Phoenix, that hockey would die there, but they have Gretzky. LA Kings they'll do well because they've got Roenick, the man who says whatever pops in his head. He has no filter. They'll love him in LA. In a month, he'll be dating Tom Cruise.

Privilege: You didn't really answer the question.

Humphreys: Bite me.

Privilege: What will be the big stories in hockey this season?

Ralph: I think of the teams who do well. Some will be a surprise. It's so hard to



say at this point because there has been so much player movement, so many different players and so many different teams. The Leafs will be a big story because of players like Allison and Lindros, for example, and then there's Vancouver, with the return of Todd Bertuzzi.

Humphreys: Here's three big stories: 1) New rules restricting goalies' cup

- sizes result in a rash of hernias. **2)** Dave Keon decides to resolve his long-standing dispute with
- the Leafs and immediately becomes their second line centre. 3) Lindros remembers where
- he parked his car.

Portuondo: Well, it won't be Tampa bay defending the Stanley Cup. I wouldn't be surprised if the Atlanta Thrashers got the better of the Dany Heatley deal. At first, about the Leafs, I wondered, "Why Lindros, Allison and O'Neill?" But John Ferguson might have something here. Those are three hungry guys who each have something to prove.

Privilege: Make predictions.

Portuondo: This NHL season will be one of the best in a long while. Not only does the new CBA create opportunities for small market teams, but the rule changes will make the game better. For instance, I was in Buffalo for a game recently and the blue line and the red line were almost together. Wait till you see how small the neutral zone is. So this will open up the game.

Humphreys: The Flyers will win the Stanley Cup.

Ralph: Pittsburgh could win it. They're interesting because of the addition of Sidney Crosby. He'll be a big story. And the Penguins have Evgeny | Privilege: Showoff!

Mats Sundin, October 5, 2005. Photo by Greg Henkenhaf, Sun Media Corp.

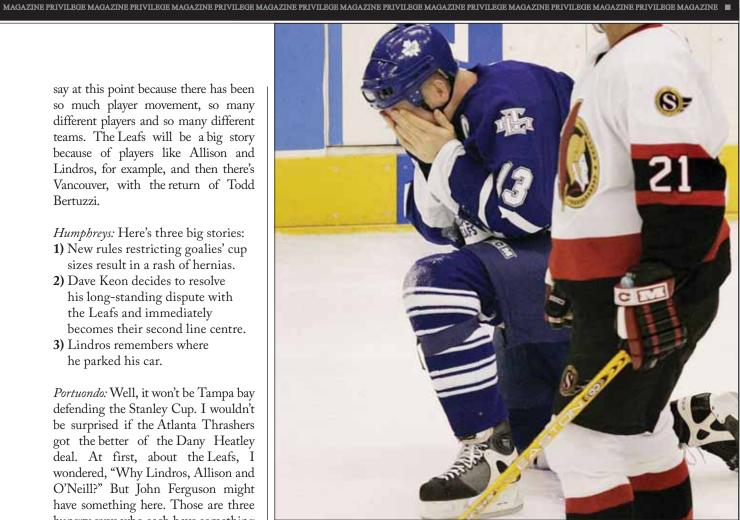
Malkin. He's a Russian and a bit of an unknown commodity and of course the year off will be very beneficial to a guy like Lemieux.

Privilege: Why?

Humphreys: Because of the Forsberg Factor. He's my fave. He's dreamy. Now that's major league hockey analysis for you isn't it? The Leafs, if Belfour can stay healthy, I think they're going to do well.

Privilege: Name Ten Maple Leafs.

Ralph (without missing a beat): Sundin, Belfour, Stajan, Tucker, Lindros, Allison, Domi, Belak, McCabe and Tellqvist.



Portuondo: Tie Domi, Bryan McCabe, Mats Sundin, Ed Belfour, Kenny Klee, Eric Lindros, Jeff O'Neill, Jason Allison, Mikael Tellqvist, Marius Czerkawski, Aki Berg, Carlo Colaiacovo, Darcy Tucker, Nik Antropov, Tomas Kaberle, Wade...

Privilege: We only wanted ten, Jason!

Humphreys: Uh, Sundin, Tucker, Andropov, Belfour, Czercawksi, Wade Belak, Tie Domi, Nathan Perrott, Jeff O'Neill.

Privilege: That's nine.

Humphreys: One more? That would be that Alexander whatshisname from St. Louis. You know - that defenceman, that Russian guy? Ρ

VILEGE MAGAZINE PRIVILEGE MAGAZINE CAVEAT EMPTOR

Brokers and Investors: A New Age of Accountability

Coming soon to a courtroom near you?

by Michael G. COCHRANE

Opening the business section of most newspapers means seeing headlines and stories about stock frauds, misrepresentations and the resulting disappointment and anger of frustrated investors. The Toronto Stock Exchange has estimated that almost 40% of adult Canadians are invested in equity markets through pension funds, mutual funds or direct retail

investments. In addition to the more traditional brokerinvestor relationship, we now have discount brokerage houses and online trading, creating more opportunities for Canadians to get into the market. The Internet has also dramatically changed the way investors make decisions. A wealth of information appears at the touch of a few keys—and some of it is even accurate! While these developments have contributed to unprecedented participation by Canadian in the marketplace, they have also created some spectacular disappointments and misunderstandings for investors.

In anticipation of some important new legislative investor protections planned for December, a good opportunity exists to reflect on the basis of the relationship between stockbrokers and Canadian investors.

While your stockbroker may be a reliable advisor and even a personal friend, when the courts have considered the relationship between investor and broker, they have consistently held that a broker is an *agent* of the client. This agent owes the investor client a number of duties. The broker must carry out the client's instructions, unless the latter are illegal or unethical. If a written agreement between them exists, it must be honored. In some cases, even verbal promises between broker and investor become contractual terms. Last but not least, the broker must never permit personal interest to conflict with the investor's interests. "Churning" an account or failing to make full and fair disclosure concerning a transaction represent two of the most frequent breaches of the broker's duty.

REPORT

Courts have added a new component to the broker-investor relationship and sometimes treat the relationship as a fiduciary one. In those circumstances, an even *higher* standard is demanded of the broker, who may have additional obligations to advise carefully, honestly

and in good faith. This is one of the highest standards known to law.

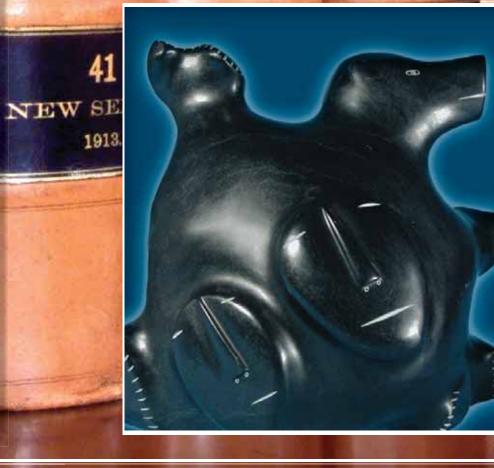
The "Know your client rule," considered the cornerstone of the industry's regulatory framework, lies at the root of the relationship. A broker satisfies the rule in part when he/she completes a new account application form each time the client opens an account. The form allows the broker to assess and determine the investor's risk tolerance and investment objectives. Although the rule is theoretically sound, brokers and investors know that the nature of their relationship and the level of sophistication of the investor change over time. Investor-broker relations can sour when a broker no longer knows the client.

Discount brokers and e-trading present a new world of challenges not only to investors, but also to the marketplace. The broker's personalized advice is no longer a factor and investors, sometimes relying on unreliable sources of information, can make catastrophic decisions. Among lawyers the adage, "A lawyer who represents himself has a fool for a client," may hold wise counsel for investors new to "playing the market."

These and other problems led the Ontario Government to make changes to the Securities Act to allow secondary market investors broader rights to sue for misleading disclosure, and failure to make timely disclosure, as well as misrepresentations, fraud and market manipulation. The coming changes to the Securities Act give investors the right to sue public companies and other key parties, such as officers, directors and experts, when there is proof of false or misleading information in materials public companies disclose to investors.

More than 90% of all equity trading in Canada occurs in this secondary market, where investors buy shares from other investors. Decisions are often based on information provided by the company or its directors or officers. Media spokespersons may quote experts to generate interest in their initial public offering. Such sources now come under a microscope. An investor who previously relied on inaccurate information provided in such circumstances had little, if any, redress. After December 31, 2005, Ontario investors not only retain the right to sue, they will also be able to launch class action procedures to gain strength in numbers.

In the largest national financial marketplace, the amendments will be of interest to all Canadians. Other provinces will likely follow suit with similar legisla-





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tive reform. The goal of the reforms is to ensure that public companies have stronger incentives to disclose accurate and complete information, which will result in increasing confidence in capital markets.

As millions of Canadians enter the marketplace as investors, the watchword for brokers will still be, "Know your client," for investors, "Know your limits" and, for everyone else, "Know your rights." A vibrant marketplace dispensing accurate information is healthy for all Canadians, because every person has a stake in the capital markets through Canada Pension Plan, their RSPs, other pension plans and personal investments.

Maybe brokers and investors ought to get reacquainted.

Michael Cochrane is a partner with Ricketts, Harris LLP in Toronto, Ontario. He is the author of several books, including "Surviving Your Divorce."

Mr. Cochrane welcomes your comments or suggestions for future columns of interest to readers of Privilege MagazineTM. <u>michaelc@privelegemgi.com</u>.



INUIT ARTIST GEORGE ARLUK

November 30th, 2005, 5:30 pm to 11:00 pm Exhibition continues to December 17th, 2005

The artist will be demonstrating his carving techniques in the gallery at the opening on November 30th, and the following two days.





NEW

LUXURY UPGRADES **AMONG THE RICH AND FAMOUS**

by Lynn TRIBBLING



s an ardent purveyor of ultra-luxury condominiums, I am sometimes lucky enough to Leatch a fleeting glimpse of the lifestyles of the rich and famous. When money is no object, just how do the super-wealthy feather their gilded nests? How do their tastes in décor and finishes manifest themselves? Here are

a few of my observations:

The über-wealthy do not decorate like mere mortals, with an IKEA catalogue and mismatched hand-me-downs. Instead, the fortunate few with fathomless pocketbooks enlist the talent of designers and stylists to create period stage sets. The aim is to transform their condos from boring builder's beige into meticulously manicured masterpieces with old-world charm, turning mundane suites into Tuscan villas, English manors, French chateaux, and mini-Versailles palaces. Classical elements and traditional motifs most often prevail among the rich.

I recently showed a high-end client six of the finest condominium residences in Toronto, ranging from \$2,000,000 to more than \$3,000,000. We visited the Windsor Arms, Prince Arthur, Granite Place, Queens Quay Terminal, and a converted Rosedale mansion. Three of these gorgeous suites were perfect recreations of 18th century European manor homes. We saw opulent grand salons, with wedding-cake ceiling mouldings, hand-carved marble hearths, Paladian arches and ornate wainscotting. We gazed upon wondrous things: rooms filled with Aubusson tapestries from Christie's, mahogany secrétaires from Sotheby's, Austrian crystal chandeliers, Louis XV chairs, Biedermeier side tables, silk canopy beds and English commodes. It was easy to imagine a fine-tailored butler serving high tea in the baronial, oak-paneled library.

I currently have listed for sale a spectacular downtown Penthouse--a thematic masterpiece with a 1920s flair. The owner spent more than \$1,000,000 in upgrades, finishes and décor. The result is a breathtaking, world-class, museum-quality Art Deco reproduction. Special \$200,000-lighting was installed to enhance a collection of Erté statuettes, and the pièce de résistance is a \$40,000 alabaster fixture recessed against a custom, platinum-leaf ceiling dome. Seeing is believing. There is a virtual tour on MLS.ca. See for yourself.

The rich like honed stone floors (heated of course), burnished ochre walls, antique glazed cabinets, exotic woods (think satin cherry, classic walnut and rare Bobinga wood). Each detail, like a magical Impressionist painting, is painstakingly perfect. This quest for thematic perfection extends to the terrace and balcony, with arches, water fountains, gargoyles, and maybe even faux vineyard murals. Wealth identifies with wealth, their preferences transcending time. The rich emulate the rich and look to aristocracy for their inspiration.

Themes are important to the rich, but the quintessential upgrade now is the showcase spa bathroom. Without exception, bathrooms in million-dollar condos are marble-clad, multi-nozzeled, steam-infused, libidinous palaces of pleasure. Sinks are passé. The mega-rich opt instead for above-counter "washing vessels." At a Coldwell Banker Elite Retreat in the U.S, where we toured homes in the \$5-\$40,000,000 range, I saw a bathroom that was beyond awesome, worth more than most condos. It featured a hand-hewn copper washing vessel, gold-plated taps atop a translucent onyx counter, with under-mounted revolving lighting to romanticize the mundane rituals of nightly ablutions. The shower was partysized, complete with a marble seat, hand-painted mosaic glass tiles, and a rain-shower with 30 individual jets, a veritable car-wash for humans. And do not forget Fido. Affluent purchasers will spend thousands of dollars on miniature pet spas in their homes.

It is true that the rich have more stuff. Hence, additional storage space is a priority upgrade for affluent buyers. Last year, I sold several million-dollar suites at The Waterford, a new five-star luxury building in the Western Beaches. Purchasers spent thousands organizing huge walk-in closets, complete with islands, dressing tables, extra lighting, humidifiers for the preservation of leather, cedar linings for furs, retail display racks and wall safes. Vintage wine is a favorite collectible among the rich, so purchasers routinely spend significant portion of their decorating budget on creating temperature-controlled walk-in wine cellars with tasting tables and the sanctity of a religious chapel. The cost? About \$10-\$50,000, contents not included. It is expensive to be rich!

Electronic gizmos and gadgets are also popular top-drawer upgrades among the super-rich. Eye-level plasma TV outlets, remote-controlled fireplaces, motion-detectors, automatic window treatments, smart wiring, intercom systems, built-in sound systems and home entertainment units, home theatres, computerized central lighting controls, and dual his-and-hers home officeswireless of course-are on the rich wish lists, especially of men.

The ultimate for luxury home buyers is generally considered to be stainless steel appliances, granite countertops and hardwood floors. Ultra-luxury home buyers, however, have raised the bar. Their benchmarks include spa baths, king-sized storage space and a cornucopia of electronic toys. Those on budgets, dream on. Today IKEA, tomorrow Tuscany!

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NORTH AMERICA'S LEADING MANUFACTURER OF SAUNA & STEAM BATH EQUIPMENT FOR PERSONAL AND COMMERCIAL USE.

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NEW STANDARDS OF CONDO LUXURY "WHITE GLOVE SERVICES"

ondo living just got better. It used to be that the epitome of upper-tier indulgence was a 24/7 concierge to welcome your guests and receive your packages, and maybe a small fitness center to stay trim and buff. Now the trend is to higher standards of amenities. "Hogtown" has evolved into "Poshtown," offering luxury condo buyers a profusion of lavish services.

A new business model is emerging for condominiums where buildings have all the traditional niceties of pool, gym and party room, but are adding full-blown hotelstyle services, reminiscent of the five-star properties in Europe and the Far East. Think Dorchester in London, The Mandarin in Bangkok and Peninsula Hotel in Hong Kong. These are the inspiration for ultra-luxury condominium developers.



PALACE PIER and PALACE PLACE, two legendary high-rise towers on Lake Shore Blvd West were early prototypes of this sybaritic lifestyle. More than 20 years ago, these buildings introduced the concept of in-house dining, piano bar, conven-

ience store, guest suites, valet parking, shuttle buses to the city and on-site spa. Palace Place had a full-time, resort-style events concierge with a *Clef d'or* certification to arrange theatre tickets, catering, and day-trips for residents.

By 1995, **THE WINDSOR ARMS** reached the pinnacle of panache in terms of hedonistic condo services. Built in Toronto's glam capital, Yorkville, the Windsor Arms is a small trophy address with spacious



designer suites catering to the rich and famous, and offering residents full hotel services including five-

personalized livery transfers. The fastidious staff can help residents plan a small corporate function or assist in arranging the most spectacular society wedding.



In April, The Donald Jr. held a glittering champagne gala in Toronto to launch the **TRUMP INTERNATIONAL TOWER AND HOTEL**, with stratospheric architecture, 68 storeys, and stratospheric condominium prices of \$1.5 to \$12 million. It will be a \$500-million, mixeduse hotel and residential icon of urban opulence, promising an 18,000-square-foot health club and spa, personal butler service and a star-quality international fine-dining

restaurant and cocktail lounge.

Life is good when you are paying \$1000 per square foot.

One new building that appears to have mastered the model of quintessential five-star luxury is the award-winning WATERFORD, the new jewel of the



Western Beaches. It offers the ultimate lifestyle menu called "White Glove Services," including car-detailing, personal trainers, travel consultants, wine consultants, computer consultants, catering, plant-care, interior design consultants, 24-hour limo, and a dog-walker. There is a nifty "E-Butler" where you can log on to the exclusive Waterford website to book a spa appointment or arrange a flower delivery, all automatically billed to your in-house account. Such outrageous pampering doesn't come cheap. Suites ranged from \$450,000 (a veritable bargain) to \$2.5 million.

Today's sophisticated condo buyers expect more than bricks and mortar. They are cash-flush but time-starved and expect relief from daily life stresses. Toronto's new condos are clearly "puttin' on the ritz," becoming truly world-class addresses, and allowing residents to savor a bit of the good life previously familiar only to aristocrats and rock stars. Condos have surely come a long way from their roots in the 1960s when they were first conceived as an affordable alternative to single family homes. These deluxe new condominiums give new meaning to luxury and allow a magical glimpse of the royal treatment. How suite it is.

Contact Lynn Tribbling with your observations at linnt@ privelegemgi.com PRIVILEGE MAGAZINE PRIVILEGE MAGAZINE PRIVILEGE MAGAZINE

VACATION PROPERTIES

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Investing in Rustic Chic

by Janice KAYE

hen Thanksgiving rolls around in October, amid the "crashing scarlet glories of the Ontario autumn," as one writer eloquently described it, many lucky families and couples hightail it to cottage country to celebrate the bounty of the land. Investments in country and lake or riverside properties, have proven to be solid, in some cases skyrocketing in value. Many buyers, retired Boomers and young upscale urbanites alike, give thanks for luxury as well as rustic solitude.

Retired boomers and young upscale urbanites alike give thanks for luxury as well as rustic solitude

While a longing for the property seems destined to return, today's version of backto-the-land is exemplified by such enterprises as Rocky Mountain Log Homes, a homesteading concept in which life is far from rocky. The new term is "rustic chic." The National Post coined the wonderful

word "rusticratic" to describe these custom-built log homes. They rely on nature's raw materials, but with a look both fine and finished.

One example of the new "rusticana" lies in the village of Nipissing, about 30 highway kilometers southwest of North Bay. Although the town itself consists of only a couple of hundred people, nearby Lake Nipissing forms the largest body of water north of Huntsville and has always been a popular fishing area. Ray Winterstein, President of Chapman's Chute Development Inc., is familiar with the recreational lifestyle there. His ancestors from Switzerland, the Khanerts and the Von Zubens, origin-



ally settled the area in the middle 19th century, clearing the deeded land and serving on the village council.

Now Winterstein and his company are developing 30 two-acres lots in the center of an 18-hole golf course on South River, which feeds into Lake Nipissing. A centuryand-a-half later, the 291-acre project, still in the initial stages, promises a return to traditional country living with a decidedly modern twist. Winterstein chose to become a franchise dealer of Rocky Mountain Log Homes and its exclusive importer and distributor, Solitude Development Corporation. The homes in log form come from Montana but they are fashioned from B.C. logs. "Rocky Mountain

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Log Homes has a design portfolio," explains Winterstein. "We select from it and make our custom changes. They

Doors and windows make the look of the home

produce that home in log form, with the logs pre-cut and measure, ship it up here, and we do the erecting here."

With 35 years in the building business, Winterstein represents the fourth generation of stone mason on his father's side of the family. "It's the backbone of our marketing and trade—our history," he adds. "And the people love it. We use wood instead of toxic vinyl or cold aluminum, lovely treed rural settings and good amenities." He hopes to attract just 30 couples to buy the exclusive homes, which begin at \$600,000 and \$700,000. His philosophy is that a few discerning individuals want rustic surroundings in semi-isolation, but with a community of homes reason-



ably close to a major city with hospitals, firehalls and major retail outlets. Secluded, prestigious, convenient.

In his log constructions, Winterstein includes a clubhouse for the golf course to accommodate 30 overnight guests in log cabins. "In the end this is a destination resort that will also do weddings, conferences and other events," said Winterstein. Rocky Mountain Homes works collaboratively with land developers, architects, corporations, homeowners and investors interested in utilizing largeformat log or rough-hewn timber structures with artisanal stone masonry in such projects as homes, lodges, clubhouses, restaurants and other retail structures. With

What You Should **Know Before You Buy**

You've made the decision to invest in your own piece of "rustic chic."

You think that you've found the ideal property, or you're trying to decide on that perfect pastoral setting. Now, here's what you need to know before you sign on the dotted line.

The Best Return on Your Investment is **Determined by Three Key Features:**

"Location, location," emphasizes Michael Baum, cottage realty

over 20 years experience in selling cottage properties, mainly in the Haliburton and Muskoka area.

What are the prime features people should look for when investing in a cottage property? Open views, especially good views of sunsets, and nice, safe shorelines and terrain that are child-friendly, are at the top of Michael's list. You should also look for a winterized dwelling with at least 200 feet of shoreline frontage that is treed for privacy on either side, and has year round road access. This is preferable to a seasonal dwelling with an unplowed road.

Tax Considerations

"People are often forced to sell because taxes are so great," notes Michael. expert with Century 21. Michael has When buying a cottage property, keep

in mind that normally about 1% of the property value will be paid in taxes. To alleviate this burden, Michael suggests renting, preferably to people that you know can be trusted. A million-dollar property can fetch a rental price of up to \$5,000 a week.

Home Inspections

Due to recent changes in the insurance industry, the costs of insurance for some dwellings can be prohibitive.

"The single, most important piece of advice I can give a buyer is (to have) a home inspection done by a qualified, reputable home inspector who will thoroughly examine the dwelling," advises Michael.

"It is vital to have a condition (in the offer) that the buyer will have a time

a 30-year, award-winning track record, Rocky has built for celebrities and industry leaders in the U.S. and maintains a strong international distributor network. Their award-winning designers have created for Disney, Busch Gardens, Benihana Restaurants, Pro-Bass Outdoor World and Sun Valley Corporation.

Doug Bannon, President of Ridley Windows and Doors, which manufactures high-end products for the resort and recreation markets, firmly believes that windows and doors make the project. "They give you the look," he explained. The outside of a house tells the story and thinking about the exterior right from the beginning is important. Not all architects, however, think of all the details. The placement of furniture affects where windows should be and, most importantly, the light that comes in, how it comes in and when it comes in has an enormous impact on the feel of the living space.

"We offer a complete package to the builder, architect and homeowner of a high-end home," said Doug Bannan. Bannon works with many of the leading architects in Toronto, often providing all the doors and windows for the project. "We have a great deal of flexibility in our products. First, they are architecturally correct. When the architect draws a proper project we can meet that need. Most of our inside windows are Ponderosa

period of two weeks after acceptance to complete a home inspection."

There are two components to this: First, you want to make sure that the property can be insured. Second, you want to make sure that the costs of insurance aren't staggering. According to Michael, it is often best to go with the owner's own insurance company to avoid the hassles of red tape.

Lawyer Review Clause

A lawyer review clause is another

important element of the offer that you

properly review your contract because,

as Michael points out, "We're all

make mistakes." The lawyer review

clause is your safe-guard from poten-

tial costly mistakes.

Land Surveys & Title Insurance

In an ideal world, a buyer would be provided with an up-to-date survey will want to insist upon. This clause showing all of the buildings on the should allow 7-10 days for a lawyer to land, including the dock, right of ways, easements and encroachments that could diminish the value of the human. Even experienced realtors land. Land surveys can be expensive and not all sellers will provide one. Whether or not you get an up-to-date land survey, you should purchase title



Pine from Oregon, which is very easy to work with, gives good detail, and won't splinter if you're trying to do a groove; we use oak, mahogany and fir as well. We're a custom window shop. We take the trouble."

There are many types of windows, from traditional single, where only the bottom part of the window moves, to doublehung windows, which go up and down, to casements that crank open and closed by swinging in or out. Bannon's company



insurance to protect your investment. This could help off-set any legal issues that could arise.

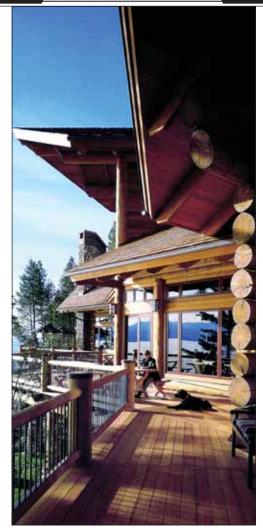
Do Your Homework... and Relax

In choosing a realtor, or builder, you will want someone with a proven track record and good reputation. Find out as much as you can about the area where you have chosen your property. Questions to keep in mind include the following: Is there a dump nearby? Railroad tracks? An airport? Michael advises talking to neighbors and others in the community to find out as much as you can.

Once you've done your due diligence, you'll have peace of mind and be ready to take full advantage of your rustic get-away.

has built oval windows, Gothic, half-round, full-round, rectangular, and trapezoidal windows, including unusual windows for churches, historical replacement windows for Upper Canada College, as well as windows for golf courses lodges at the new Granite Golf Club in Stouffville, Mad River in Creemore, and the Rosedale Golf and Country Club.

Bannon explains their special paint system carrying a 15-year guarantee against peeling or cracking. "Paint, as opposed to metal, gives you a much more residential look. It also gives the architect flexibility in design. If there are lots of curves and bends, you can't accommodate them with metal, but you can with wood." The 120-color palette ranges from gunmetal black to linen white to cosmo blue, chutney, truffle, spiced cider, Sonoma grape, mustang brown, cream brick and other luscious and subtle hues. Some of the more distinctive are reflected in the historical colors, such as the deep blue of old Toronto buildings near Church and Queen or the country green of the Distillery. "The finish is called Flexacron, from Pittsburgh Paint," Bannon said. "It's licensed and exclusive in Canada."



Log home builders in Ontario are usually booked two years in advance

When an architect closes a window, s/he may open a door. Ridley offers French doors, swinging French doors, slidingstyle French patio doors, entry doors. "Anything you want as long, as it will perform," said Bannon. "We can make them 42 inches wide or nine feet tall with transoms." You can have divisions in the doors and windows, known as glass held in wood, or the authentic pane look."

The Canadian research published by the large multi-national real estate companies and local real estate boards fails to differentiate cottage from traditional home, only new from existing residential. Most of the data on cottage markets, is not necessarily reliable, but real estate boards operating within the established resort areas (Collingwood, Muskoka, Peterborough), as well as the emerging resort areas (Town of the Blue Mountains, Kawarthas, Lake of Bays, Parry Sound, North Bay, Prince Edward County), report that cottage sales are up.

From industry data, the Log and Timber Manufacturing Associations post very strong growth numbers as they relate to the percentage of log homes make compared to all new home starts. They estimate that more than 25,000 log homes are built every year, a number representing almost 7% of all new homes constructed in the United States. Log home builders in Ontario are usually booked two years in advance. The average home size is 2500 square feet, with an average construction cost of \$200 per square foot. These log homes command a 20% price premium because of supply and demand factors. On the other hand, a log home is 10-to-15% more energy efficient than conventional framed homes. They also command higher resale prices, owing to low turnover and high demand.

As Baby Boomers begin to focus on a variety of investments it may be natural in more ways than one that they appreciate "green" investing. Recreation real estate not only appreciates but also

provides personal escape from city rush and a special space to reconnect with family. Attendant trends include "fins and skins" (private golf course/residential developments with additional fishing, boating and equestrian activities), fractional ownership and destination resort living (Whistler, Aspen, Mt. Tremblant, Blue Mountain, and the new Muskoka resorts Taboo, Rocky Crest and Red Leaves).

Speaking of red leaves, autumn has arrived, resplendent as usual. Evocative pastoral settings. Warm woods. Uncommon craftsmanship and comfort. Trendy but traditional. It's all so civilized.

One Benvenuto Place

Benvenuto apartments re-birth as a luxury condominium project



t's half a century old and brand new at the same time.

Perched atop a hill overlooking downtown Toronto, One Benvenuto Place manages to seem both prominent and tucked away. The seven-story estate designed in the 1950s as the Benvenuto Place Apartments by preeminent modernist architect Peter Dickinson (1925-1961) gave rise to the storied apartment-hotel that has served as house and home to many locals as well as visiting celebrities.

Known simply as The Benvenuto, the classic buff brick structure now designated an Ontario Heritage Building is undergoing extensive renovations and meticulous refinishing as a condominium that will ensure its continuation as one of the finest locations in the city.

There is no mistaking The Benvenuto as you approach it, four blocks south of St. Clair. A turn down a treelined residential street just off Avenue road takes you to four private city acres on a quiet cul-de-sac. Stone entry gates, a cascading fountain and a distinctive porte cochère entrance greet visitors.

The new lobby, now under construction, represents a study in elegance, echoing and restating the building's architectural motifs and offering a spectacular city-skyline view. Concierge, parking valet and day porter stand by ready to serve residents and guests.

The sheer spaciousness and architectural detail of the establishment appear in each of the 116 suites. Foyers with coffered ceilings, generous living and dining areas, a choice of exotic hardwood floors, unique cornice moldings and custom-designed baseboards—all add to the sumptuousness of the place. An abundance of windows and large balconies illuminate the rooms with natural light. The comfort of kitchen pantries combined with sleek stainless appliances provide a touch of both country and city.

The Benvenuto's crème-de-la-crème, however, lies in the spectacular Scaramouche, long one of Toronto's finest restaurants. Before Scaramouche, the address was genteel and sophisticated but not luxuriously trendy. After Scaramouche, everything changed. Famous for its mile-high coconut cream pie with white chocolate shavings, the award-winning restaurant was the brainchild of two of the greatest chefs Toronto has known-Michael Stadtlander and Jamie Kennedy. Their collective imagination spawned fabulous food and stellar service for a glittering French contemporary dining experience. Scaramouche's fame spread far and wide. The launch galvanized Toronto's fledgling culinary scene, remaining a top-notch staple since 1980 and training many chefs and kitchen professionals along the way. Run since 1983 by London-born chef Keith Froggett and his partner Carl Korte, Scaramouche has not only moved with the times, it has also set the pace. From roasted quail with Quebec foie gras to their home-made ice cream, Scaramouche sparkles.

It was Scaramouche that set into motion the sterling reputation now enjoyed by one of the most charming addresses in Toronto - One Benvenuto Place. The grand opening later in the fall marks the welcome rebirth of a grand old building with a whole new life.

LASTING IMPRESSIONS



Lasting Shannon SMITH Impressions



The downright unbusinesslike attitude of, and lack of attention paid to, appropriate business attire and manner have resulted in loss of market share and plummeting profits. Concerned companies tell us they have been losing business and clients.

The casual dress policy of many companies often spirals out of control, gradually progressing from casual Fridays to casual every day. Employees not only dress and act sloppily, but their attitudes also become sloppy, ultimately affecting the way they perform. In many cases casual dress has been taken to extremes.

Companies want to cut back or drop casual dress days entirely because too many employees have taken casual to the extreme

As early as February, 2000, the Journal discovered this important observation: Jackson Lewis, the large American law firm specializing in personnel issues, polled more than a thousand human resource executives who had implemented dress-down and discovered that 30 per cent reported a rise in flirtatious behavior. CEOs who have spent considerable time and effort in developing personnel policies aimed at minimizing the risk of sexual harassment lawsuits should be concerned with this finding.

Evidence has been mounting since then for a return to professionalism in dress and manner. The '80s trend towards casual business attire just hasn't worked and the pendulum is swinging back to more elegant busi-

ness attire. In a 2004 Wall Street Journal article, "Career Wear, Revisited," market research company NPD Group reported that "women's career wear is expected to be among the fastest-growing categories in apparel sales." Earlier this year, the Journal reported, "Thanks in large part to the more formal workplaces, designers like Calvin Klein, Tommy Hilfiger, Jones Apparel, Michael Kors are getting into the career wear phenomenon in a big way; it's the hottest category in women's clothing." Men's wear is being influenced too.

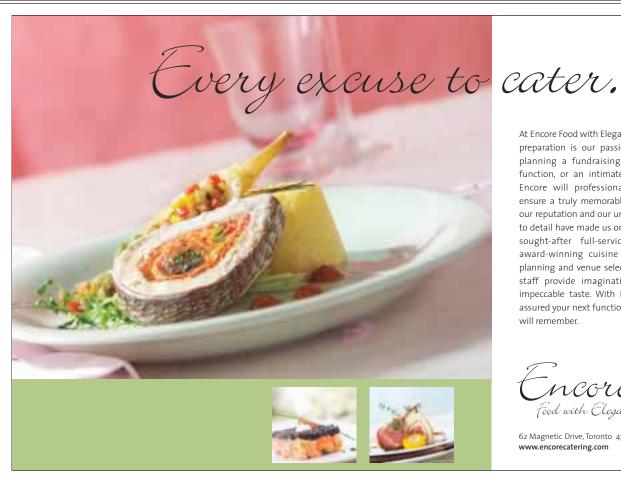
Confusion and uncertainty about appropriate business attire leads to lack of credibility and authority. Visual image communicates a constant message and casual dress can be a costly mistake. In many cases, individuals have simply taken casual dress to extremes. The cutting-edge technology of the young dot-com geniuses influenced their clothing choices, with others then encouraged to shed their business suits. The number of home-office workers is also on the rise, giving way to a more relaxed business attire and attitude. To be successful, competitive and professional, however, they must polish their dress and manners. We are assisting companies in reviewing the accepted corporate image, and developing a professional dress code in keeping with that image and working with staff to facilitate the necessary changes.

In general, the trend is towards shirts and ties for men and skirted suits or pantsuits for women. After years, the jacket is making a huge comeback for women. "Extreme separates," as they are now called, are rendered in trendier cuts and fabrics. Feminine styles, tops and accessories replace the old stuffed-suit image of the '80s. Chanel-

type jackets with skirts for day pair with jeans after work. There may be a renewed need for two business wardrobes-the more formal business wear and the more casual but elegant business wardrobe. In general a corporate look for women, at any level, should include the following: appropriate hosiery, including in summer, with no loud, colorful patterns; the highest quality current garments you can afford, well-pressed and maintained; well-maintained footwear--no stilettos; coordinated belts, jewelry and handbags; appropriate materials-no satins, transparent or clinging fabrics. The finishing touches include clean and well-styled hair, discreet makeup and a just a hint of fragrance.

Companies have been forced to implement stronger and more professional dress codes to assist in creating a standard reflecting their corporate identity and standing in the corporate community

Recommended business attire for the corporate man is a current, fashionable, clean and well-pressed wardrobe, appropriate for one's level in the company. This includes



appropriate knee-high hosiery, well-maintained footwear and accessories, and a light fragrance.

Your place of business, your position, and the corporate culture determine your attire and behavior. Observe and study your superiors and take your lead from them. Keep in mind that employers naturally hire and promote those who look and behave as they do. It's easier to conform and swim with the current, rather than against it.

Business analyst, author and colleague Deirdre McMurdy says, "Some things do not alter with time and technology. Dressing up to go to work always has reflected--and always will reflect-professional discipline and respect for the job or client at hand, even on Fridays."

Shannon Smith is Canada's leading image strategist and president of Toronto-based Premiere Image International. She travels extensively throughout North America presenting customized training programs to corporations and individuals in personal brand development.

At Encore Food with Elegance, the art of event preparation is our passion. Whether you're planning a fundraising gala, a corporate function, or an intimate formal reception, Encore will professionally and creatively ensure a truly memorable affair. Since 1979, our reputation and our unwavering attention to detail have made us one of Toronto's most sought-after full-service caterers. From award-winning cuisine to creative menu planning and venue selection, our dedicated staff provide imaginative solutions with impeccable taste. With Encore, you can be assured your next function is one your guests will remember.

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Living the Entrepreneurial Dream: Create, Protect and Realize your Family Wealth



PRIVILEGE MAGAZINE PRIVILEGE MAGAZINE PRIVILEGE MAGAZINE

YOU MADE A DECISION THAT CHANGE YOUR PATH FOREVER... You choose the life of an entrepreneur.

by Beat J. Guildmann

ong ago you made a decision that would change your path forever: You choose the life of an entrepreneur. Having achieved success, you now reap the overriding benefit that wealth brings to the select few—the freedom to live the lifestyle of your choosing. As your entrepreneurial experience has shown, however, nothing comes free of risk. Indeed, there are many examples of families where one generation has lost the wealth previous generations built.

So how do you guarantee that the legacy you worked so hard to achieve will be there long after you're gone? It begins by recognizing that your family's wealth is as much a result of your mindset as it is of your knowledge and skill. Central to proper mindset is a master plan and your commitment to govern your behavior accordingly.

In essence, the same rules apply to your personal net worth as they do to the assets you have invested in your company. When dealing with your personal and family wealth, there are three key phases to consider as you move through your wealth cycles. In the first phase, you create your wealth. In the second phase, you must protect your wealth. In the third phase, you truly live the entrepreneurial dream, as you put your net worth to full use to realize your life objectives.

Creating Wealth

While typical affluent families put most, if not all, of their focus on creating and growing wealth, this aspect is probably the part that comes most naturally to you. You get wealthy as a result of the hard work you put into running a successful business. In addition, you grow your wealth by investing it wisely, either on your own or with the help of professionals such as asset management firms or investment advisers.

The more disciplined and structured you are in the way you deal with your business and investments, the more successful you will be in creating and multiplying your family's assets. How much you make, however, isn't all that counts. Successful wealth management looks just as much at how much you get to keep after all expenses are factored in. This is the essence of net worth and this is where the more difficult phases of your plan comes into play.

Protecting Wealth

It's almost a fundamental law of nature: once created, the fruits of your labors will be attacked on a variety of fronts by a variety of predators: multiple layers of taxation, personal liability related to your business activities, as well as the spending demands of your lifestyle, to name a few.



In order to keep your wealth, you need to work continuously to protect it from these types of risk. It makes sense to put a protection plan into effect in the early stages of your wealth creation phase to ensure that the methods you choose to minimize your risks can be put to work when needed most.

Within such a plan, you may want to consider some of the following techniques:

- Tax-smart investing by making tax-exempt life insurance part of your asset allocation
- Using trusts and other estate-planning measures to protect your family and facilitate the generational transfer of your wealth
- Managing your personal liability to business risks through offshore trust structures
- Limiting the Canadian tax exposure of your international business by structuring part of your business in tax treaty jurisdictions offshore

Realizing Your Objectives with Your Net Worth

The last element of your plan deals with optimizing the structure of your net worth to ensure it can be put to full use. By articulating these objectives early in the process, you ensure that the measures you put in place fit into an overall plan.

In this respect, it becomes more common for successful families to adopt family policy statements and put family governance principles in place in a formalized framework. Your children will likely have different ideas and priorities when it comes to applying your net worth to certain causes. There may be dispute as to how to deal with succession issues in your family business or how to build and preserve a charitable legacy.

Your family policy framework also allows you to include your children in the management of your family wealth in a structured environment. This can represent a significant benefit to their financial education and help them become financially responsible family members and citizens.

I invite you to check your own wealth situation against the three simple principles above and ask your tax, legal and investment advisors how they can assist you in putting your own plan in place. I was with another company when I met Richard, I wanted to be with Fireworks Designs so bad I could actually taste the excitement of being involved with the company.

> Our staff were all hand-picked for thier individuality, artistic merit and a kind and considerate attitude towards the client. The fireplaces we design and build are truly one of a kind, individual like the people they are made for. We bring the fireplace back into vogue, making it the focal point once more. A place to entertain and relax. I guess you could say we put the living back into livingroom!



Gord Tomlinson

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The World of Gastronomy



Charles Grieco

... the reasoned comprehension of all that concerns the nourishment of man.

Brillat-Savarin, Physiology of Taste, 1825

From 1046 to 2005, nearly a millennium passed in the quest to discover and understand some of the mysteries involved in the "nourishment of man." Yet something introduced in the year 1046 in the Modena region of Italy continues to be central to our contemporary culinary pleasures and enjoyment.

While balsamic vinegar remains a luxury in the world of taste, the range and accessibility of the delicacy put it in

the hands of everyone, everywhere. In this issue, Michele Peterson traces the colorful history of one of Italy's most enduring and precious gifts to the world of gastronomic building blocks (pg. 64). She brings some new and old insights to the "liquid gold" which, depending on the quality and the producer, can cost more than \$200 an ounce. In the hands of the creative cook, balsamic vinegar knows few bounds and yields many surprises.

With a giant leap forward, we find ourselves at the front door of the the Upper Canada Cheese Company in the town of Jordan, Ontario. Two new artisanal cheeses come from one of only three special herds of Guernseys in Canada. These cows, nurtured and pampered in the extreme on Niagara's Comfort Farm, provide a rich milk that brings to market Niagara Gold and Comfort Cream—sure to become the gold standard. Linda Bramble brings to life the extraordinary products crafted by Emily Thomson, who left behind a promising California career for the challenges Ontario cheese-makers being mounted against the old and new worlds (pg. 57).

To add to your enjoyment of the Niagara Region and its pleasures, we have created a number of side-bars to round out your experiences.

Kathryn Korchok takes us on a tour of a one of the few Ontario destinations that can lay claim to doing it all— Cave Spring Cellars and the Inn-on-the-Twenty (pg. 61). In the Niagara region of Twenty Valley, Helen Young and Len Pennachetti have revived an historic streetscape into a special venue well worth the trip. An award-winning winery, a critically acclaimed dining room, a luxurious inn and spa, and a street filled with a remarkable shopping experiences—all go far towards addressing aspects of our contemporary needs and the true meaning of nourishment.

Gastronomy Editor charlesg@privilegemgi.com

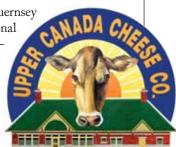
Artisanal Cheeses: A Return to Flavor

by Linda BRAMBLE, Ph.D.

I followed cheese-maker Emily Thomson, a diminutive powerhouse of conviction and charm, up the Niagara Escarpment where it criss-crosses the treasured vineyards of the aptly named Vineland, Ontario. At the crest of the cuesta, where vineyards have given way to cash crops, we turned right at Twenty-Mile Creek Road to see a whole new Niagara—a gentle landscape, verdant and spacious, dotted with indifferent and contentedly grazing cattle. Emily Thomson pulled over, jumped out of the car and enthusiastically called out, "Aren't they absolutely beautiful!"

There they were, a rare herd of Guernsey cows. With the exception of the occasional moo, these gorgeous dappled fawnand-white creatures, who unwittingly contributed to Thomson's Niagara cheeses, showed no signs of being as excited to see us as we were to see them.

At the Upper Canada Cheese Company creamery in tiny Jordan Station, we had just



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sampled two of Thomson's cheeses: an amber washed-

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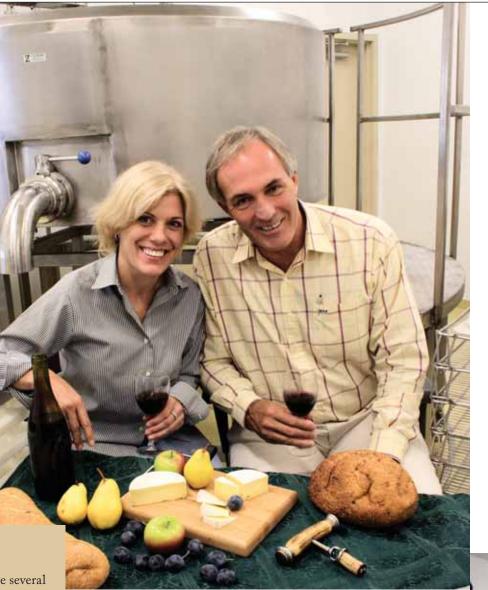
rind called Niagara Gold, which was seductively nutty and creamy, and Comfort Cream, a white bloomy-rind, buttery rich with flavors of fresh truffles.

The secret to the depth of flavor in her cheeses, explained Thomson, rested in the cows themselves. Cheese-makers and dairies prize Guernseys for their milk, which is rich in the heart-healthy beta carotene that gives the cheese a golden hue. Although the cows produce less than other breeds, their milk contains more protein, more Vitamin D, Vitamin A, calcium, and butter-fat than most other milks. Thomson aims to preserve all the natural goodness of this precious product.

"All our cheeses are hand-washed and handsalted, with no pumping of curd," explained Thomson. "We use technology when it's important to keep the air clean and filtered

Serving and Storing Cheese

- Temperature: Bring to room temperature several hours before serving. Cold mutes flavour
- Amount to serve: Prevent oxidation by cutting only the amount you think will be consumed. The larger the chunk, the greater the probability it will age before its time.
- Cutting cheese: Cut according to the natural shape of the cheese. If it's a circle, cut into wedges. If a wedge, slice along the side rather than the tip to get the full flavours from end to middle.
- Left-over cheese: Don't throw them out. Trim off the dry parts and mix them together, toss in a clove of garlic, grind in a food processor with a dash of wine until creamy. Great for toast, dips and quick sauces.



and at the right temperature and humidity, but I intervene in the natural process as little as possible."

Thomson and the Upper Canada Cheese Company represent part of the growing trend towards reclaiming, through artisanal production, the food we eat-hand-crafted products of purity, flavor and authenticity.

Early in her career, Thomson and other California pioneers introduced artisanal products to market, first concentrating on specialty greens and then focusing on cheese. In that food Mecca, she built enduring relationships with such chefs as Alice Waters at Chez Panisse, as well as with farm-market habitués. She participated in that 1980s swing by a few large companies away from processed foods and towards small-scale, hand-crafted, locally grown products.

The tradition of cheese-making in Ontario goes back to the early beginnings of the nation. At one time there were more than 1200 cheese factories in the province, with a large percentage of them in the Niagara Peninsula. Not only a staple source of protein, cheese in its heyday placed second only to lumber as an export, accounting for 35% of farmers' income.

After running her own creamery for several years, Thomson moved to Virginia to become the cheese-maker on a dairy farm. There she received a call out of the blue from one of her Ontario suppliers, Margaret Morris. "There's a project starting up in the Niagara Peninsula by Wayne Philbrick,"

Pairing Wine and Cheese

Semi-soft cheeses with moderate acidity such as Niagara Gold and Comfort Cream, pair beautifully with wines of equally moderate acidity and/or lower tannins. White wines such as Chardonnay/White Burgundy, Gewurztraminer or Viognier are a delicious complement, enhancing the buttery, nuttiness of the cheese. Low-tannin red wines, such as Gamay Noir/Beaujolais, Pinot Noir/Red Burgundy, a Valpolicella Superiore or a Rioja Reserva also make mellow partners. At a dinner party I had recently, I served both Niagara cheeses with the following Niagara wines, which I highly recommend:

1997 Stoney Ridge Cellars Chardonnay Reserve (Niagara Peninsula) 2002 Sandstone Gamay Reserve (Niagara Peninsula)



Margaret told her. "It's the first artisanal cheese project in the area, which is in the heart of wine country. Call them up. It's perfect for you!"

Wayne Philbrick, a native of Niagara, became interested in reviving the early cheese-making tradition and began looking for a cheese-maker. One of five brothers, Philbrick was born in Vineland on a mixed fruit farm. His career path seemed disparate-professional football player for Hamilton and Rochester, world-champion rower, winery owner, winemaker for VP Cellars now Creekside Cellars, and now successful custom builder. It was his Québecois girlfriend at the time who sparked his interest in cheese. They spent a great deal of time visiting local farmers in Quebec who had successfully made some of the most delicious cheeses Philbrick had ever tasted. About four years ago, he began his quest to learn how to make cheesereading, taking courses, experimenting with recipes and cultures and plying his willing friends-chefs, winemakers and foodies alike-with samples. Encouraged by their prodding to make cheese commercially, Philbrick realized the feasibility of an artisanal cheese company in Niagara. "The more I spoke with the producers," he explained, "The more I felt we could make cheese here, too. Because of the local wine industry, more and more people were visiting Niagara and coming not just for the Falls or the theatre, but for the wine and food. We were reaching a critical mass that could make a cheese company a viable complement to their experience here."



Emily Thomson had meanwhile taken Margaret Morris's advice and phoned Wayne Philbrick.

Impressed with Thomson's depth of experience, he invited her down for a few days to see if there was a fit. "When I saw what was here," explained Thomson, "I realized that Niagara was on the cusp of becoming a food and wine Mecca of its own. But the real clincher for me was when I looked at those beautiful cows and tasted their milk. If we were going to bring in a tanker of mixed milk from a bunch of places I wouldn't have come here."

The magic Guernseys are raised by the Comfort family of brothers—Bruce and Craig—and their sons, and Craig's daughter, Justine. Laura Comfort, Craig's wife, is a practicing veterinarian. They are the eighth and ninth generation of Comforts who have lived on land granted to their United Empire Loyalist predecessors in 1783.

"We're a family farm," said Bruce, "Rather than a corporate operation. We're personally involved in everything and, although it's hard work, at the end of the day there's a certain gratification in that." Their surname echoes the care they give their pure-bred herd of 115. In summer the cows live in clover—literally—as well as nutritious grasses supplemented with hay to help keep their four stomachs full.

In winter they get silage and hay, plus a high-protein and high-energy feed in the form of grains such as corn and oats. "We do most of the grinding," said Bruce, "And also give them mineral supplements and vitamins." The cows drink a lot of water while pastured as well as during milking and feeding time. In winter they are housed in their own stalls where they receive individual care. Not just contented, these cows experience pampering.

The only corporate connection lies in Ontario's system of supply management. The marketing board is the sole purchaser of raw milk in the province, with the power to divide the milk at will. The marketing board chose to allow Philbrick to source the Comforts' special Guernsey milk for his cheese.

The creamery in Jordan Station is located on 17 acres of plentiful farmland. "I'd like to plant lavender and basil," said Philbrick, "And maybe some vinifera grapes for juices and jellies. There are a thousand things that can be done." A seeming hybrid of James Garner and Clint Eastwood, Philbrick, blessed with high energy and strength, established a team with an aligned set of values. His assistant cheese-maker, Wally Grobb, grew so passionate about the project he quit his job as a chef, telling his wife, "I don't care how much they pay; Emily's so intelligent, there's so much I can learn!" All adhere to the vision of staying true to the place and the project, without compromise.

As in the early days of rural Ontario, when cheese factories sat next to rail lines for shipping, the train whistles past the Upper Canada Cheese Company five times a day. Philbrick has honored that legacy by designing his 4000foot facility to resemble a train depot. More than twenty premium wineries exist in close proximity, with nearby fruit stands, antique shops, pottery studios, boutiques in the hamlet of Jordan and picnic areas. In the creamery retail store, they plan on baking fresh bread daily to complete the magical threesome of an increasingly delicious Niagara table.



Stephen Treadwell, Executive Chef

Classically trained Stephen Treadwell has been Executive Chef at Queen's Landing Inn, Conference Centre and Resort in Niagara-onthe-Lake, Ontario for the past decade during which time he has taken a leading role in defining the New Niagara Cuisine. Each ingredient he puts on the

plate is as perfect as it can be. One way he has done this has been to forge enduring partnerships with local farmers who also dedicate themselves to growing exceptional products. Not defined by technique but rather by the quality of the ingredients, Stephen states, "I believe simplicity is the key to maximizing flavour."

Treadwell was born in England where he was nurtured at several Five-Star Hotels, before beginning his Canadian career in 1981 as Chef de Cuisine for the newly opened Auberge de Pommier in Toronto. At Queen's Landing, he and his team of forty culinary professionals earned the Tiara Restaurant the prestigious CAA/AAA "Four Diamond" award for excellence in dining.

From Geography Class to Wine-Making

It comes with the terroi

by Kathryn KORCHOK

ne evening in the mid-'90s, a local high-school geography teacher in Jordan, Ontario was dining at a hip establishment renowned for its haute regional cuisine, VQA wine list and onsite winery. The waiter hustled over to the restaurant's proprietor, whispered something in his ear and pointed discreetly to Table 10, where the teacher and his guests were quietly enjoying their dinner. Suddenly, the owner and founder, Leonard Pennachetti, strode over. "It's your

Photographs provided courtesy of Inn On The Twenty

fault!" he growled at the teacher. "This," he exclaimed, waving his arms to indicate the surroundings. "This is all your fault!"

At first taken aback, the teacher then recognized his former student, now a restaurateur. Pennachetti grinned and the two shook hands. It certainly may have been, at least in part, the geography teacher's "fault" that Leonard's teenage interest in the land had launched him on the path to becoming the founder of Cave Spring Cellars, a restaurant—

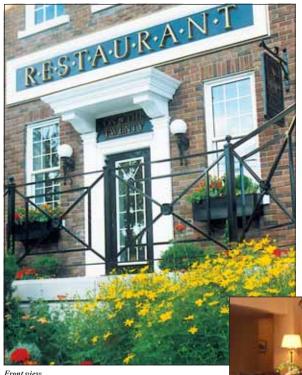
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On The Twenty, and a hotel—Inn On The Twenty.

"I still have that site selection map from geography class on my wall," laughed Leonard, explaining how that budding interest in the land, combined with his grandfather Giuseppes love of farming and amateur (albeit basement brew) winemaking, became his own passion and lifelong pursuit.

The Cave Spring vineyards were originally scouted 33 years ago when



Leonard's geography studies became a quest. He broached the subject of grape growing with his father John. The next thing Leonard knew, dad hired a pilot to fly the pair over Niagara in search of the best vineyard property they could find. Their search led them to a plot of land on the "Beamsville Bench," a narrow, 15-kilometre shelf nestled along the Niagara Escarpment in west Niagara. Their original planting of 12 acres is now one of Niagara's oldest vinifera plantings, representing what the French call "terroir" – the particular combination of soil and climate that creates a unique flavour profile in the grapes grown on that land, and hence, the wine made from those grapes.

That Bench terroir, stamped with its authenticity of origin, has resulted in a slew of national and international winemaking awards for Leonard and Cave Spring winemaker Angelo Pavan, a childhood friend who also caught "terroir" fever back when

Niagara wines were just beginning their ascent. Their first batch was created in 1986 (in borrowed winerv space at Hillebrand Estates) and now, as the Cave Spring winery approaches its 20th anniversary, there is a lot to celebrate and many achievements to mark the upcoming occasion.

By 1987, Leonard wanted his own winery



Reception

location. He credits his wife Helen Young with pointing out the possibilities in the tiny village of Jordan, while she equally deflects the credit to her spouse. However the original inspiration did strike, strike it did.

"Helen suggested we look at this largely vacant building in Jordan," says Len. "She saw the potential before I did."

The Jordan Cider Works was built in 1870 along the banks of the Twenty Mile Creek. Jordan Wines, founded in 1921 and one of the precursors to today's premium wine industry, inhabited the building for many years. By the time Leonard decided to lease a portion of the building for the winery operations, it had deteriorated into a dusty, old warehouse with tenants that included an antique refinisher, a book remainder company and an industrial firm. Decidedly un-hip, not fashionable, neither attractive nor charming. But, oh, loads of potential.

And perfect for a new winery business. Two years later, the Pennachetti family purchased the building and began some serious renovations. The evolution of Jordan from sleepy, residential village to today's trendy destination for upscale travellers, had begun in earnest.





concept of marrying the highest quality, locally grown seasonal produce with the best regional wines. California restaurateur Alice Watters, one of Leonard's mentors, was championing the concept at the now-legendary Chez Panisse. On The Twenty became the Niagara equivalent to Napa and Sonoma in celebrating the unique place where the natural synergy between wine and food defines the local terroir.

"So many things occurred by happenstance," notes Leonard. "The farm was a deliberate choice, from the site to the spacing to the varietals. But Jordan, and what happened there, simply started by saying, 'let's see if we can rent some space.' The next big step was buying the building. At that point, we knew that we could transform it into what you see today."

The transformation resulting from the Pennachettis' vision has produced a wine country destination unparalleled for the quality of the experience, the connection between food and wine, and the serene ambiance that grew naturally from the village character.

From its inception, Cave Spring has focused on premium varietal wines. The winery is especially renowned for its Rieslings, Gamays and late harvest, or Indian Summer, dessert wines. While the winery itself is a touring and tasting destination for wine lovers, the experience extends naturally to the restaurant that pioneered regional cuisine in Ontario.

Opened in 1993, On The Twenty was based on the traditional European

The success of the restaurant led organically to Inn On The Twenty in 1996, an establishment with nine well-appointed rooms individually designed and decorated under Helen's personal care. It grew to 26 luxurious suites each with whirlpool tubs and fireplaces. Vintage House is a century home converted to private, three-room accommodations for visitors looking for a unique getaway. The newest addition, Spa On The Twenty, perfectly complements the On The Twenty family, providing complete relaxation, rest, rejuvenation and pampering in the heart of wine country.

Jordan itself is an eclectic collection of funky boutiques that focus on gardening, home furnishings and decor, aboriginal art, antiques, fashion, and a bistro that features Canadian jazz talent. There are historical places, including a settler's museum, and access to the Waterfront Trail that winds through Twenty Valley. Homes have been revitalized while maintaining the original charm that is Jordan.

"We're surrounded by countryside in which we grow grapes, and make the wine from those grapes," marvelled



Helen. "We eat the fruits and vegetables that are grown here, on our farms. That's the connection - the terroir, the provenance, is played out through the winery, the inn and the restaurant."

And now, the connection will be played out at the opposite end of Jordan's Main Street where the Jordan Hotel – a much beloved but rundown tavern - is also undergoing a transformation. Built by John Spence in 1842, the Jordan Hotel was originally

an inn for overnight travelers. It's been a hotel and licensed establishment, under various owners, since then. Helen and Len are the new tavern owners and innkeepers, in addition to their other roles.

"What we're trying to do is give the Village another bookend," notes Helen. "The Jordan Hotel won't duplicate an On The Twenty experience. It will be a more relaxed atmosphere, simpler. It fits with the organic growth of the village, which is a pretty vibrant mix. It'll be a chance to stay in wine country and have a real village experience. And that's an enticing concept."

And to think it all began in a highschool geography class.

GASTRONOMY

MAGAZINE PRIVILEGE MAGAZINE

That do Luciano Pavarotti, Ferrari and traditional balsamic vinegar have in common? They all hail from Modena, Italy and are unique in their high quality. While the Ferrari might have to languish longer on your wish list, autumn is the perfect time to indulge in the mellow, golden flavor of premium balsamic vinegar. Like other luxury investments, understanding the basics can help you make the right choice. This one just happens to be found drizzled over grilled harvest vegetables or sprinkled atop sun-ripened fruit,

Pedigree

Acieto Balsamico Tradizionale or traditional balsamic vinegar was invented centuries ago in the Emilia-Romagna region of northwestern Italy. The first historical reference dates back to 1046 when the Marquis of Tuscany, Bonifacio, sent a tiny silver cask of balsamic vinegar, on a carriage drawn by oxen,

as a gift to Henry III, Emperor of the Holy Roman Empire.

During the Renaissance, balsamic vinegar continued to be considered a precious condiment on the tables of the nobility and had a reputation as a medicinal tonic for everything from sore throats to labor pains.

Today, although other areas produce balsamic vinegar, the heart of traditional balsamic vinegar remains in the historic towns of Modena and Reggio Emilia where proud families continue to follow traditional techniques handed down from generation to generation. Some still use barrels first used many centuries ago.

Process

The word vinegar originates from the French vin aigre or sour wine, refer-

by Michele PETERSON ring to the process by which bacterial fermen-

tation turns alcohol to acetic acid. While other vinegars can be made from cider, rice and malt, balsamic vinegar is an aged reduction of sweet Trebbiano di Spagna, Lambrusco and Spergola grapes. The grape juice, known as "must" is cooked slowly in cauldrons over an open flame until the water

content is reduced by more than 50% and the fruit becomes syrup.

Traditional balsamic vinegar grows richer and darker as it ages. After one year, the young vinegar is transferred to smaller and smaller barrels of aromatic woods such as oak, chestnut, ash, mulberry and juniper so it can absorb the flavours of the different woods. It is then aged several years in cool, dark cellars and is bottled only after the vinegar has mellowed. After 12 years of aging, the blend earns the designation

Traditional Balsamic Vinegar and, after 25 years, extra vecchio.

adizionale di Moder

Extravecchio

Beautiful Balsamic

The splash worth the splurge

Selecting a Vinegar

"The best balsamic vinegars contain only grapes with nothing else added," explains James Savona, President of Brunello Imports, Canada's largest importer of premium balsamic vinegar.

"Traditional balsamic vinegar from Modena is something precious," says Savona. At \$450 for 100 ml, he keeps the company's stock of 50-year-old blend of Pedroni Aceto Balsamico Tradizionale Di Modena, their priciest vinegar, under lock and key. Vinegar of this quality is subjected to rigorous examina-

tion by a panel of experts and must conform to criteria that include color, consistency and a pleasantly acid aroma that hints of the woods used. A balance between sweet and sour is also important.

"Commercial grade products can contain brown sugar or caramel to boost the sweetness," says Savona. While the degree of aging and percentage of vinegar determine quality, products without the official designation have their charm. Those by Maletti or Carli that hail from Modena, boast a premium taste that enlivens salads, marinades and sauces, and yet are priced from \$30. "Let your palate and your pocketbook be your guide. Consider your merchant as a resource." says Savona.

"Generally speaking, the older the balsamic blend, the more expensive it is," says Tanya Moodie, Retail Manager at Toronto's All the Best Fine Foods. "We carry a wide range, starting at three years old, with a 50-year-old available by special order."

Other Products

Balsamico Bianco or white balsamic vinegar possesses a sweet flavor similar to the classic dark brown balsamic vinegar. Its light, delicate taste and clean color suit pale-colored foods or sauces.



Vincotto is a condiment that is aged but has not undergone acidification and therefore retains its sweetness. Ideal to drizzle over grilled meats, fresh strawberries or even ice cream, it comes in a variety of flavors including raspberry, lemon, orange and fig. Try a splash of raspberry *vincotto* with a chilled sparkling wine such as Prosecco Di Valdobbiadene.

Balsamic cream originated in the catering trade when chefs required





a dressing to decorate plates. This creamy product, made traditionally, thickens in a special filtration process. Its wonderful balance of sweet-andsour and hint of sun-ripened fruit come packaged in an easy-to-use squeeze bottle for drizzling.

Balsamic jelly or *Gelatina di Balsamico* from Acetaia San Giacomo is one of Brunello Imports' newest additions and hails from Reggio Emilia. Its consistency is perfect for spreading on top of rich seasoned cheese or festive desserts.

Balsamic vinegars store best in closed glass containers and away from substances emitting strong smells or perfumes. Some products, such as vincotto, must be refrigerated. Most keep for several months. No matter which you choose, the rich nuances of balsamic flavor guarantee added depth and character to an everyday meal. Or do as the Italians do and enjoy it in Modena's regional specialties such as lasagna, scaloppe alla bolognese, prosciutto, parmigiano reggiano cheese and tortellini. Р

GASTRONOMY

Fresh Fall Finds in Niagara-on-the-Lake

by Michele PETERSON

for many people, a trip to the Niagara Peninsula means a quick race down the Queen Elizabeth Way, a soaking at the falls, a speedy lunch and back home before nightfall. But for those in-the-know, it's more. The road less travelled offer rewards, discover innovative wineries, award-winning repertory theatre, intimate inns and regional cuisine along the way. Here's the inside scoo on Niagara's other side—the one far away from the motor ach crowds:

Vineyard Highlights

The 45 wineries located among the fertile valleys and sof hills of the Niagara region are already known throughou the world for the quality of their wines.

e accolades continue to roll in for the **Jackson-Triggs** nery. Awarded 25 medals for wines from its Niagara

named "International Winery of the Year" in the 2005 San Francisco International Wine Competition.

It's hard not to be intrigued by another innovator Malivoire Vineyards. Its original and engaging style demonstrates a commitment to harmony with the ecosystem of the Niagara Escarpment. In fact, their care in using natural management methods and healthy environmental practices has been rewarded. The 2004 harvest from Moira Vineyard was their first crop to be certified 100% organic.

Exterior from Murray

Another recent Niagara offering is of the musical variety. Now enjoying its 58th season, the Niagara Symphony Orchestra, led by Music Director Daniel Swift, has created several inspiring new programs. One is the pairing of music and wine. Joined by wine expert Linda Bramble, the symphony is taking music to the vineyard. In 2005, Chateau des Charmes and Reif Estates hosted musicians who performed selections outdoors. For wine-lovers who'd already educated their palattes, the opportunity to explore the relationship between two classic art forms enhanced their enjoyment. Updates on the 2006 season at www.niagarasymphony.org

Theatre Scene

"People used to travel from Niagara to Toronto for great live theatre and dinner. Now, we are welcoming guests from Toronto who want to experience live, intimate theatre and dining in the heart of Niagara," says Rob Morosin, ula and Okanagan Valley wineries, the latter was managing partner with Port Mansion Entertainment. It's



Ballroom

easy to understand why. Port Mansion theatre is just one of many theatre choices in the Niagara region and each aim to provoke, delight and inspire.

Taking centre stage on the theatre scene is the Shaw Festival Theatre. This flagship 869-seat theatre is where large-scale productions of classics are hosted. From celebrated Broadway musicals (Gypsy) to comedy by Bernard Shaw (You Never Can Tell) the May - November season offers ten theatrical productions.

One Festival venue with plenty of off-stage drama is Royal George Theatre. Originally built as a vaudeville house to entertain troops during World War I, this 328-seat theatre features Edwardian gilt mouldings, red walls and golden lions.

Step back in time at the **Court House Theatre.** A national historic site dating from the 1840's it's where the Shaw festival began in 1962. Today, this intimate 327-seat auditorium still inspires thanks to the thrust stage that allows the audience to get close to the action.

The newest addition to the Niagara Peninsula theatre scene is Twenty Valley Playhouse. Nestled within the heartland of Twenty Valley, a designated World Biosphere reserve, it offers a unique experience that includes history, live theatrical entertainment and

dinner. Located within the former Vineland Pentecostal Church circa 1900, it is the realization of a dream for entrepreneurs Peter Willets and Jennifer Turner. Today, this renovated landmark offers theatre lovers an array of live performances, including mysteries, dramas and comedies. At only \$54 per person for dinner and theatre, it's no wonder that gift certificates are proving to be a popular choice. Visit www.twentyvalleyplayhouse.com

For families, you can't go wrong with the Niagara Grand Dinner Theatre. Since first opening in 2000, the offerings have grown thanks to partnerships with Niagara Parks Commission and most recently, the Americana Conference Resort and Spa. This means the theatre season is now year-

round and at two locations.

Bed and Breakfasts:

With more than 300 B & B's to choose from, there are many options for a gracious overnight stay. Enjoy a front porch for an afternoon nap or for a more active pursuit, take a bicycle on a self-guided tour of the tree-lined streets. You can spend a day with the historic Old Bank House. Just steps to the boutiques of Queen Street, it boasts a pedigree from 1802 and a view of the Queen's Royal Park and Lake Ontario. (www.oldbankhouse. com) Browse other charming selections at www.niagarabedandbreakfast.com or contact a B & B concierge (www.bbstay.ca) who will tailor a personalized option that's perfect for you and your interests.

Whether you choose to bicycle through a vineyard, participate in one of the region's many festivals or relax at the theatre, a trip to Niagara-on-the-Lake is a journey full of refreshing surprises. So, next time you head to the peninsula, take a detour and be prepared to enjoy. Р

For more travel information on Niagara-on-the-Lake, visit Niagara Tourism at www.tourismniagara.com

■ PRIVILEGE MAGAZINE PRIVILEGE MAGAZINE PRIVILEGE MAGAZINI



U2 lead singer Bono, co-founder of DATA, Kate Hudson and Kurt Russell, with the African Children's Choir

The One x One Star Fundraising Evening:

Shining a Light on Poverty at Home and Abroad

by Lisa A. SUMMERS, B.A., LL. B

he tour bus pulled up and out poured a tumble of little girls in yellow tea-length dresses and white sweaters and a gaggle of little boys in pressed pants and shirts. From Uganda, the group formed the African Children's Choir, which would perform for Hollywood stars that night at a very special event for their native continent.

Effervescent host Kate Hudson conceived the One x One Star Fundraising Evening with Joelle Berdugo Adler, President of Diesel Canada, and Samantha Brickman of Brickman Entertainment Group. Rather than an effort to rub shoulders with such stars as Hudson, Kurt Russell and Cuba Gooding Jr., One x One arose from a need to do something tangible in the areas of domestic and African aid.

As Adler, a passionate advocate of humanitarian causes, recounted, "About a year ago we did a very large party here in Toronto and decided we weren't going to do another event without it going to charity...and so I thought of doing a three-tiered approach to charity which was local, international and also national. DATA was brought to me by ... Samantha ... who is a

DATA seeks to highlight several issues, including the fact that 6,300 Africans die of AIDS every day.



friend of mine. [She] had been involved in a project with them before. So it was just a natural fit." Diesel Canada gives 10-to-15 percent of its bottom line before taxes to charitable causes in Canada. Adler herself founded the Lou Adler Foundation to honor the memory of her late husband, who died of cancer.

Asked whether Canadian corporations could take more of a lead in contributing funds, she acknowledged, "I've seen some published contributions by some rather large companies...I think there's a lot more room for giving."

Adler doesn't mince words about the need for Canadians to take action to assist those in need: "Now, if you choose to give a bigger percentage here and a smaller percentage in the world, OK, but you can't...look across the water and say, 'That's not my problem.'"

DATA, which stands for Debt, AIDS, Trade, Africa, was co-founded by U2 lead singer Bono and Bobby Shriver. Its mission is to end extreme poverty in sub-Saharan Africa. Contrary to a widely held perception that DATA raises money to donate directly to African countries, the organization is actually a lobby group that pressures the world's richest governments to increase their aid, using awareness and advocacy strategies.

DATA seeks to highlight several issues,

Kate Hudson, host

including the fact that 6,300 Africans die of AIDS every day. As J. Tayloe Emery, DATA spokesperson, emphasized, "If that was happening in Canada, if that was happening in New York City, you can bet the rest of the world would be rising up and saying, 'We have to take care of this.""

Why isn't more being done to help alleviate extreme poverty and fight AIDS in Africa? The answer lies in part in a lack of media attention. Emery confirmed, "We think that's been the problem, and that's why we created the Make Poverty History campaign in Canada. It's been very successful over the course of the past year, in a big way due to the engagement of celebrity spokespersons."

While the One x One event benefited from star power, the evening focused on the busload of African children who were able to come to Canada to sing and raise awareness of the plight of their fellow citizens. "DATA aims to give a voice to those who have none," said Emery. These children raised not only their voices but also awareness of the plight of their fellow citizens. Added Emery, "Every life is precious. That's what tonight's event is about."



of One x One

PRIVILEGE MAGAZINE PRIVILEGE MAGAZINE PRIVILEGE MAGAZINE

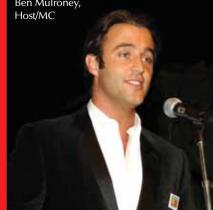
HAPPENINGS



he 11th Annual Best Buddies Gala was held on Monday, September 12, 2005. This elegant Toronto International Film Festival event was attended by the legendary Lauren Bacall and other celebrity guests immediately following the Best Buddies sponsored Gala Roy Thomson Hall movie premiere of North Country, starring Charlize Theron, Frances McDormand, Sissy Spacek and Woody Harrelson.

Ben Mulroney, host of CTV's ETalk Daily and Canadian Idol, hosted the evening, and Anthony Kennedy Shriver, who founded Best Buddies in the USA in 1989, also attended this event. The Gala was co-chaired by Daniel J. Greenglass and Jeffry Roick. The Gala party, with a 1930's theme, was held at the fabulous Carlu event site immediately following the premiere screening and featured an awards presentation, entertainment and a sumptuous dinner. This Gala is central to funding the Best Buddies program for the entire year.

Ben Mulroney,



BEST BUDDIES CANADA HONORS THE LEGENDARY LAUREN BACALL AT THE 11th ANNUAL BEST BUDDIES GALA courtesy of Penny SHORE

Best Buddies Canada is a not-for-profit organization dedicated to enhancing the lives of people with intellectual disabilities by providing opportunities for one-to-one friendships and integrated employment.

In 1995, Daniel Greenglass and Penny Shore Co-Founded, and now Co-Chair this national charity. Best Buddies matches individuals with intellectual disabilities with volunteers who are university/college or high school students. Since its inception, this organization has helped over 15,000 people nationwide and has quickly expanded across the country with chapters in every province. This year there will be 130 chapters nationwide (65 chapters at universities campuses and 65 at high school campuses). In the next three years Best Buddies is on track to expand to over 250 chapters, assisting 5,000 Canadians with intellectual disabilities.





- Anthony Kennedy Shriver, Daniel J. Greenglass, 1) Lauren Bacall, Jeffry Roick and Penny Shore
- Piers Handling, Director of the Toronto 2) International Film Festival, North Country star, Charlize Theron, and movie director, Niki Caro, at the Roy Thomson Hall premiere
- Kathy Mulvihill, Terry and Linda Bunting, 3) Stan Mulvihill, Heli Donaldson, Susan Driver
- Anthony and Francesca Arrigo 4)
- 5) Beat and Marcella Guldimann, Liz and Klaus Tenter, Peter Deeb
- Jonas and Lynda Prince 6)
- 7) Mike and Laura Harris
- Randolph and Julia Paisley, Mark Boyman 8) and Tiana Koffler Boyman
- Max and Heather Gotlieb 9)
- Steven and Wendy Pezim 10)
- 11) Honey and Barry Sherman
- 12) Janina Longley and Ron Kimmel
- 13) Salah Bachir and Bluma Appel
- 14) Manny Elkind and Lynda Friendly
- 15) Shakura S'Aida Blues & Jazz Trio
- 16) Carol Golench, Danton and Ruth Claramunt, Jon Bridgman
- 17) Sinclair Russell, Paddy Ann Burns and Anne-Marie Canning
- David and Shelley Peterson and Joe Brennan 18)
- 19) Gregory and Irene Aziz
- 20) Lauren Bacall, Sara Maria Matheson and Tom A. Vachliotis
- 21) Melissa and Barry Avrich
- 22) Steve Kangas, Allen Bell and Cathy Kangas
- 23) Amy Appelle and Jay Shore 24)
- Jimmy Molloy and Carol Anne Warrington
- 25) Lionel and Sandra Waldman, Elana Waldman, Jerry Yaffe



PHOTOS: Bruce Kemp, Alane Sandler, Rosemary Goldhar



Partying with Privilege by Stacey MANTZIORIS

It was a night of glamour and celebrity. One of the most important redcarpet nights of the year for Cityty, the annual TIFF schmooze-fest made Hollywood's elite as well as our own celebrities feel at home. Screaming fans filled the floodlit corner of Queen and John Streets as a seemingly endless stream of limousines unloaded famous cargo. Among the first to arrive were Michael Madsen (*Thelma & Louise*) and David Boreanaz (*Angel*). Chloe Sevigny (*Broken Flowers*, *Dogville*) made the scene in a strapless, floral print dress.

After navigating the media frenzy outdoors, the stars made their way to the MuchMusic Green Room to await their interviews. Plump fresh oysters and a private bar helped keep them occupied between interviews. Outside in the parking lot, guests took in the stars around them underneath enormous white tents, while a DJ spun from an elevated platform in the Star! Daily Lounge.

Toronto filmmakers Clement Virgo and Atom Egoyan lent local and international celebrity to the event, while Hollywood heavyweights Kris Kristofferson, who starred in the Canadian feature *The Life and Hard Times of Guy Terrifico*, and director Brian de Palma mingled. The historic CHUMCity building transformed itself for the gala, with hors d'oeuvres-munching and cocktail-sipping on every floor. The OC's Adam Brody and Oscar-nominated Vancouver star and poker celebrity Jennifer Tilly (*Deluxe Combo Platter*) mingled, with producers and reporters scrambling to accommodate the steady flow of celebrity arrivals.

With the energy of a live television show wrapped into a movie premiere spilling into an enormous party, the Festival Schmooze is one of Toronto's most cosmopolitan events. In the end, the show wrapped and the credits rolled, with the party continuing long after the stars overhead had disappeared for the night...

Canadian International Air Show by Darren DOBSON

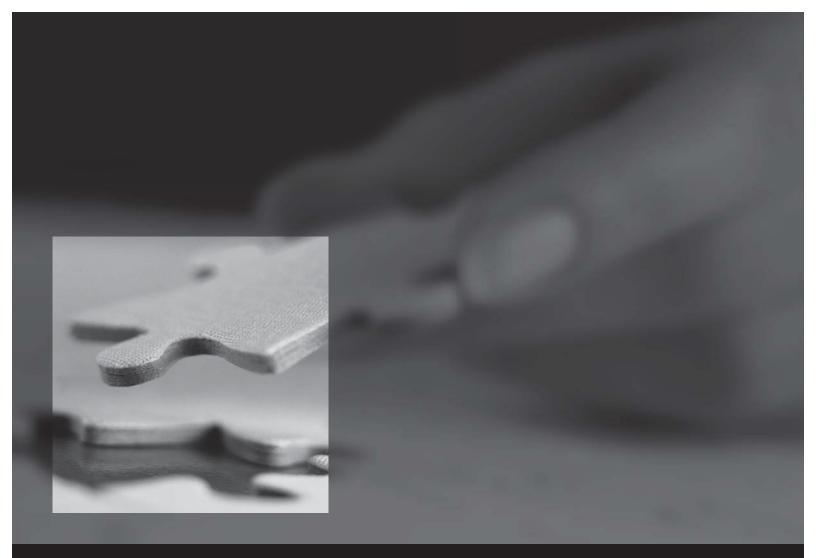
abour Day weekend 2005 once again was filled with the thrilling excitement of Toronto's 56th annual Canadian International Air Show. Thousands of aircraft enthusiasts looked skyward and marveled as military jets screamed past at 600 mph and the aerobatic pilots operated with skilled precision. Featured acts included the world famous Canadian Forces Snowbirds, a Lockheed Martin F-16, a CF-18, P-51 Mustang, B17 Flying Fortress, and an F-104 "Starfighter".

Before the Air Show I had the privilege of meeting Canadian CF-18 pilot, Captain James Kettles (call sign "Buca"). As a 4 year-old he dreamed of flying. Now at the age of 33, he has accumulated 1300 hours in the air with a CF-18 Hornet. Another favourite of mine was the Starfighter, which I was able to see up close. That sucker was built in 1954 but still has a maximum speed of 1,600 mph or Mach 2.5.





Capt. James "Buca" Kettles with Darren Dobson



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Choices, Choices

by Mark HACKING

If the has a way of presenting you with interesting decisions. Case in point: This past August, on the Saturday morning of the Pebble Beach Concours d'Elegance weekend, yours truly was offered the opening tee time for a round of golf at the storied course. For the uninitiated, Pebble Beach is not only the site of various U.S Open championships, it is also a visually stunning location. Nestled right next to the Pacific Ocean, the course is situated atop a rocky outcropping of shoreline and positioned just to the west of some of the most exclusive homes on the continent. When the season is right, you have to wait for deer to move out of the way before chipping onto the green. To sum up, a round of golf at Pebble Beach is a very good offer.

And I turned it down.

Now, before you begin to question my sanity, consider the other option facing me that Saturday morning: The chance to drive a Lamborghini Gallardo. For two solid hours. Solo. With no restrictions apart from an internal advisor telling me: "Just bring it back in one piece."

Background: Nicknamed "the baby bull" as it's the smallest car in the Lamborghini fleet, the Gallardo nevertheless possesses a 5.0-litre V10 engine that pumps out a massive 500 horsepower and 376 lb.-ft. of torque at 4500 rpm. Fully 80 percent of that torque is available from 1500 rpm on up, which means that this incredible piece of machinery is capable of true supercar speed: namely, zero-to-100 km/h acceleration in a shade over four seconds and

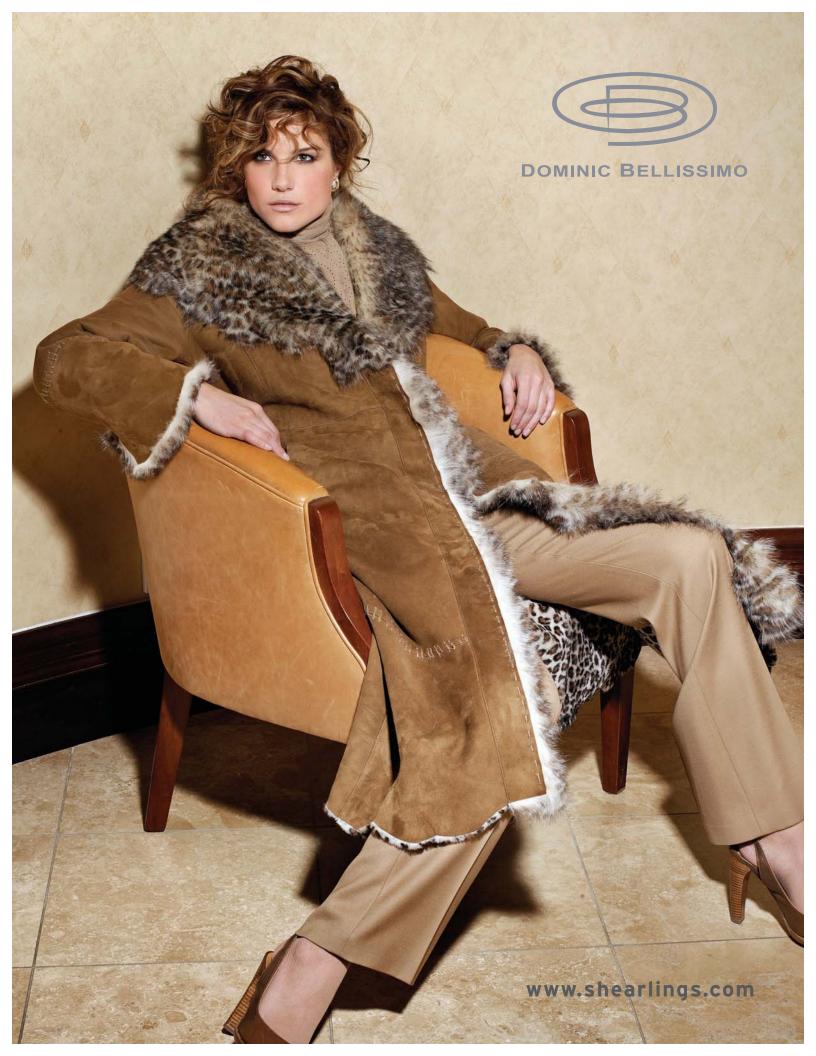


a top speed of some 307 km/h. Not only that, the Gallardo boasts permanent 4-wheel drive and a 6-speed gearbox, meaning that finding traction and the proper gear for all that power should not be a problem.

It wasn't. Taking to the twisty roads of Carmel Valley, California, a rural community to the east of Pebble Beach, the Lamborghini lives up to its advance billing. And then some. Pinning the accelerator to the pedal is a transcendent experience; with all four wheels driving the action, the Gallardo consumes great swaths of pavement in a very big hurry. (The version of the Lamborghini tested features paddle shifters, which only serve to promote the notion that this is an honest-to-goodness race car in a road car's clothing.) Trees by the side of the road flash past like toothpicks in the wind. Cows in pastures don't have the time to raise their heads in curiousity before I'm gone. Straightaways appear and just as quickly disappear.

And corners? They are taken at slightly lower speeds. But only slightly. The car's sleek design is intended to maximize downforce and anything resembling a bend in the road proves that all the wind tunnel work has been worth the effort: The Gallardo is an absolute monster around turns, with prodigious levels of grip. Twice, I manage to induce a slight twitch of understeer in mid-corner; both instances take place during a left-right transition entering hairpin bends that are taken at over three times the posted speed limit. These moments are just that, though – mere moments. The car quickly pulls into line and makes the second part of the turn effortlessly; it's almost as if it knows in advance which way the road goes.

Despite the fact that the Gallardo is a very powerful car, at no point during the drive does the experience feel remotely dangerous or frightening. It just feels fantastic. And the two hours spent behind the wheel leave me with absolutely no feelings of regret over turning down the chance to play 18 at Pebble Beach on that fine Saturday morning.



AUTO

nose style

Subaru's luxurious SUV takes brand to a slightly higher level

by Michael BETTENCOURT

The Subaru B9 Tribeca knows style, just like the trendy Manhattan district that inspired its name. Only question is why did it sacrifice its lovely lines for the not-so-stylish corporate nose?

That nose is as controversial as Howard Stern, and some would say just about as attractive as the shock jock's prominent schnozz. Subaru says the new nose, as seen in similar form in all its new 2006 models, is meant to resemble a plane's fuselage and wings, in honor of the aviation history of Subaru's parent company, Fuji Heavy Industries. But perhaps it stands out more prominently on the Tribeca than in some of its other vehicles because the Tribeca is Subaru's classiest model, and by far the most sophisticated and refined Subaru ever offered in North America.

This is a vehicle of firsts for Subaru. It is the first Subaru to ever offer seven seats, although five seats is the standard layout. It is the first Subaru vehicle line to ever start at over \$40,000, which was previously only reached by low-volume, high-performance variants of other models like the crude but wickedly quick rally replica Impreza WRX STi. It is also the first Subaru model to crack the \$50,000 mark before taxes on the fully loaded, seven-seater model.

In short, it is the vehicle that Subaru hopes will nudge the Subaru name upscale, taking the brand into not only a new segment, but a higher stratosphere in the marketplace.

Tribeca

The exterior promises style, but it's the interior where its avantgarde nature really comes to the fore. The centre stack is an organically curved design that mimics a bird's body in flight, its wings outstretched in continually flowing curves that start with the silver trim in the door panels, up along the dash, across the steering wheel, and down to the instrument panel before curving upwards again. As soon as you sit in the driver's seat, the curved buttons and vents tell you that a lot of thought and effort gone into making this interior look good and work well.

There's plenty of room for passengers up front, as the Tribeca is based on an enlarged and heavily modified Legacy/ Outback platform, which leads the company to term this vehicle a crossover (half car, half SUV). Whatever you want to call the Tribeca, it comes standard with all-wheel drive, like all Subarus. It puts a higher premium on creamy comfortable ride quality than flat cornering, but handles much better than most truck-based SUVs.

Starting at \$41,995 for the five-seat model, or \$44,295 for the seven seat version, the Tribeca offers an impressive list of standard equipment, including power heated seats, automatic dual-zone climate controls, and a five-speed automatic with a manual mode. On the safety fronts, ABS, front, side and outboard curtain airbags are also included in every Tribeca sold in Canada.

As always, there are things that could be better inside the Tribeca. The driver's side mirror doesn't adjust outward enough for some drivers, creating a bigger blind spot than necessary, plus the steering wheel stereo controls seek through stations instead of scrolling through your preset radio stations. This may be handy on a long trip where you don't know the area's stations, or if your favorite stations just happen to be close to each other on the dial. But it means for the majority of time behind the wheel, you're using the preset buttons on the dash anyway, which

negates the convenience and safety of keeping your hands on the steering wheel and your eyes on the road at all times.

To really kit out your Tribeca, a navigation system is available, while a rear DVD player is a popular option for anyone who normally carries passengers back there, whether they are youngsters, teenagers or friends. Adults and kids alike will have a hard

city and 10.2 on the highway, although about average if you time getting into the optional third row seat, even with compare it to similar-sized all-wheel-drive crossovers, and 20 cm of seat travel for the second row seats. Once in that third row, it becomes obvious that it's intended for children better than most truck-based SUVs. Luckily the B9 (not that only, and small ones at that. anyone's going to call it that) offers a generous 64 litre fuel tank, cutting down the number of fuel stops necessary.

Beneath the Tribeca's hood lies a 3.0-litre, horizontally The 2006 B9 Tribeca may be a tentative new step upmarket opposed six-cylinder engine that appeared in the Subaru Outback last year, making a generous 250 hp and 219 lb-ft of for Subaru, but it's a successful one already, both in terms torque that provides prompt but not neck-snapping accelof product and sales. It proves that Subaru is ready and eration. Again, where this engine impresses is in its creamy more than willing to step into higher, trendier districts of smooth character, which is even more subdued in the Tribeca. the market, and on the style front, nose no fear. Р





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as extra attention has been paid to isolating the passenger compartment from any outside noise. Unfortunately, this is a thirsty engine, at 13.1 L/100 km in the

TR AVEL

Dubai

by Graham PROSSER

ortunately the world seems to be shrinking and new, affordable horizons beckon. No longer do we have to follow the beaten track to Florida or struggle to keep up with the Joneses in Barbados. The United Arab Emirates is a destination where aficionados of fast cars, boats and high-end real estate can carve out a luxury lifestyle for a song.

First, however, you need to do some research and Dubai is a great place to begin. Non-stop flights from New York have put the Emirates within a day's travel and soon the route will be plied by the A380, the largest civilian aircraft ever built.

Once there, you have your pick of hotels. The world's first 7-Star hotel, the Burj Al Arab, rises like a dhow's sail from the Dubai shoreline and a \$4-billion competitor just opened in nearby Abu Dhabi. Both chock full of wondrous eye-candy such as syncopated water fountains, massive aquariums, and gold-plated everything, the cost is high. There are, however, alternatives to suit every preference.

From whichever roost you choose, you can explore some of the largest shopping malls in the world. Monitor the progress of the folks aiming to knock Taipei's 101 off its perch as the world's tallest building by 2008.

Nightlife is vibrant. High appearance fees at hip clubs lure talented spinners from around the globe and a regular stream of headliners make Dubai a stop on their world tour. A pint of imported beer typically costs C\$8 and a martini C\$6. Local horseracing, rugby and tennis clubs host world-class invitational events every

sits cheek by jowl with the old souk, glittering with gold and reeking of spices, and the wooden dhows that make their inexorable ingresses and egresses from a harbor that has been a key regional entrepôt for centuries. These days C\$600 million



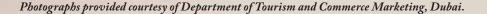
of trade and investment is conducted between the Emirates and Canada alone and, if you like what you see, vou can now make your own modest contribution.

Dubai revised its property law last year. A foreign investor can buy a condominium with 360° views over the swish new marina for about C\$300 per square foot-a fraction of what you might pay in Barbados. Neither does Dubai's waterfront vision feature the two-lane gridlock that besets the Bajan coastline.

developments nestle off the Dubai corniche and attract celebrity investment from the likes of Becks and Posh. The latest enclave will look like a scaled map of the world from the air and the skinny is that Rod Stewart has snagged what will pass for Scotland.

Savvy folks such as John Holmes are following Rod's lead. After working diligently as a partner in the world's largest law firm, Clifford Chance, John had seen most of the world. His decision to retire to Dubai at age 48 was therefore a well-informed one. When you look at all the advantages, it's not rocket science," he says. Arabian Gulf summers can be a tad more brutal than Toronto's, but the winters are mild. John enjoys the full range of his beloved horsepower year-round.

A 600SL Merc and a Land Rover do the donkeywork, leaving his three Porsches for the pleasure driving with his 31-year-old girlfriend, Natalie. A Triumph 955 Daytona, a Harley Davidson police bike and a BMW 1150 GS provide the two-wheeled thrills, while a magnificent 17-hand Hanoverian stabled at the ultra chic Dubai Equestrian Centre keeps him Huge palm-shaped residential | in touch with raw horsepower.



Previously cherished automobiles are particularly affordable in the U.A.E. With no sales tax, cars start life cheaper than in many other places. In a region lacking qualms about conspicuous consumption, all manufacturers offer a generous allotment of the latest luxury models. Since princely buyers prefer not be seen in last year's model, the secondary market is richly stocked.





Take, for instance, a 2004 Bentley-Continental, a curvaceous beauty with 6K on the clock. With tax you'll pay almost C\$250.000 and wait a while for Canadian delivery. This gorgeous example can grace your garage as soon as a cheque for C\$188,000 has cleared. A 2003 Maserati 4200 GT at C\$72,000 may suit you better.

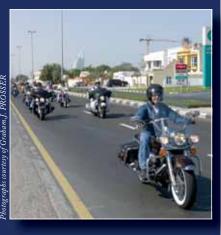
If you might go right off the scale in the other direction with a Koenigsegg CC8S. From 0-100kph in about three seconds, it's the fastest street-legal car in the world and a barely run-in 2004 example secures a \$100,000 tax saving.

For those who prefer two wheels to four, the local dealership stocks about 50 Harleys. "The biking community is very strong here," says manager Sam

Kazerooni. "Every spring we host a bike-fest that attracts more than 350 riders from all around the globe."

For centuries the Emirates have been a nexus for Asian and African trade. This positioning works wonders for ardent travelers, putting the trekking country of Northern India, the wildlife of central Africa and the sugarsand beaches of the Indian Ocean islands all within reach.

While globetrotting, you'll want to have someone keeping the crib and conveyances company. There's



no shortage of domestic staff in this country. Manservants and maidservants, many expatriates, often retire comfortably themselves, even endowing schools back in their home country, after several years of remunerating at C\$6000 per annum.

The local currency, the U.A.E. dirham, is pegged to the U.S. dollar. Prospects for the Emirates' economy are bullish, with the price of crude riding higher than ever before. The U.A.E. produces roughly the same amount of oil as Canada, with about half as much proven reserve. According to OPEC figures, those reserves will carry the Emirates through to the middle of the century. Although the Emirates are awash in domestic banks hoping to nurture your nest egg, you might think hard before offering the opportunity. Ever since the largest banking default rattled the local financial system, the U.S. government has wagged a disapproving finger at what it regards as one of the world's larger money laundries. Locals will attest that even the Bank of England was tainted by the BCCI debacle as well as Enron, Tyco and WorldCom. Mud sticks, and Dubai has set up a new financial regulator to clean house.

Beyond the city, the Emirates are dramatically upgrading the transport infrastructure. The recently constructed road from Dubai to the east coast Emirate of Sharjah is a gem. A mountain range rises like the hair on a ridgeback between and the road cuts and curves seductively through the mountains and their mantle of dunes. At the top you sense the engineers could have found an easier way, but it wouldn't have been as dramatic as the half-mile tunnel they carved. Once you're through the tunnel, the East Coast plain lies ahead and dozens of tankers dot the horizon as they ply the Straits of Hormuz.

On a clear day you can see Iran. With its geopolitical challenges, the region may never feel as safe as down-

town



Photographs courtesy of Graham.J. PROSSER

Manhattan, London or Madrid, but bad things happen anywhere these days.

The next time you pore over your life plan, try this equivalency exercise. Picture yourself aged 60, picking through the poorly lit potholes of Barbados in your RAV4 en route to your lonely shack in the boondocks. Then envisage yourself, not yet 50, tooling along a pristine six-lane highway in your Carrera 4, before enjoying a barbecue with a bottle of chilled Côtes du Rhone at your stilted beach house. Go ahead, take a look.

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Mediterranean Treasures....Italian style

TRAVEL

by Ilona KAUREMSZKY

OME—My beau and I cruise the coves and inlets of Italy's west coast on the Crystal Symphony luxury liner in search of excitement and Italian treasures.

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We chose this fine 50,000-ton gal for our seven-day trip. In April, the ship underwent a \$12million overhaul, the company's most extensive interior refurbishment to date. One result is the highest guest-to-space ratio at sea. A guarantee of sheer seclusion awaits, only steps away from the ship's vibrant social scene. In 2004, readers of Travel + Leisure and Condé Nast Traveler maga-

zines rated Crystal Cruises the "World's Best Large Ship Cruise Line" for an unprecedented ninth consecutive year. There's no better way to discover the allure of the Italian Riviera made famous by Roman emperors, European princes and Hollywood jetsetters.

Earlier in the day, we left the palatial setting of Rome's historic Hotel Eden, one of the world's leading hotels. Our stay there, which had been extraordinary, began with our personal butler as escort to our penthouse suite complete with balcony, lounge chairs and über-chic interiors. Amid crystal light fixtures, crisp Egyptian sheets, honeyed cotton inlaid wooden

eabinetry, and cool sag and rich burgundy accents, serenity reigned. I glanced inside the ultra-luxe bathroom, equipped with Jacuzzi tub and separate shower laced with natural Aveda products. A bucket of chilled GH Mumm Rouge Champagne awaited us. It all served as a fitting introduction to a prowl in the playground of the rich and famous. "Please know I am here

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for anything you wish," our white-gloved Bulgarian butler informed us, before turning in his tuxedo tails and retreating.

Aboard ship, in addition to such tasteful touches as Mozart Tea Afternoons and the Starlite Club, the 545-man crew emphasizes a family-friendly atmosphere. Staff members, numbering nearly two to one for each guest, offer warm smiles and ready assistance.

Our 940-guest vessel featured its own celebrity line-up. Captain John Okland, a Norwegian, previously captained another Crystal ship. Energetic executive chef Harold Gramm co-penned a Crystal cookbook, and pianist Joe Fos, discovered by Liberace, once performed a duet in San Diego with the flamboyant master. Stephanie Edwards, a PGA teaching professional, offered golf lessons, while international dance champions Tony and Margaret Long taught ballroom. I particularly loved the Phantom of the Opera diva, Broadway vocalist Dale Kristien, who graced the Galaxy Lounge stage. The cruise had only just begun.

The accent is on detail, personal service, state-of-theart amenities, spacious rooms and grand culinary pageantry. With four dining venues, including the casual Lido Restaurant on the 11th floor for breakfast buffets, the Asian fusion of

Jade Garden, using inspirational dishes from chef Wolfgang Puck, the Venetian-decorated Prego for rich Italian cuisine, and the ship's signature Crystal Dining Room, choices abound.

Awash in tuxedos, pearls and sky-high Manolo Blahniks, we entered the '50s-inspired Starlite Club for the Gala Welcome evening of medleys, hors d'oeuvres and flutes of champagne. Our server surprised me by knowing my name.

Kat to be to a to

We dined in the Crystal Dining Room, off Riedel crystal and fine Villeroy and Boch china. I chose the chef's suggestions of sautéed jumbo shrimp, northern crab soup with Brie, followed by broiled fresh Norwegian salmon fillets, in homage to our Norwegian captain. As we dined, we sailed north, passing the isle of Corsica, Napoleon's birthplace, and into the Ligurian Sea.

At our first stop, the picturesque seaside village of Portofino, weathered buildings in shades of sunflower, peach and pale blue created a background for brightly



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bobbing fishing boats, or gozzi. The Romans named the coastal sanctuary the Port of Dolphins, and the tiny enclave became the exclusive stamping ground of wealthy and aristocratic Italians. In the 1920s this part of the Italian Riviera was considered the fashionable place to be by the likes of Baron von Mumm of champagne fame, as well as screen legends Lauren Bacall and Humphrey Bogart,

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Greta Garbo, Clark Gable and Frank Sinatra. Ol' Blue Eyes' song, "Love in Portofino" remains a favorite here.

We chose to tour the town and its neighboring city, Santa Margherita, hiking the jasmine-laden promontory, and ascending cobblestone steps to the Castello Brown, a medieval castle overlooking the harbor. A gelato at the lighthouse finished the trip.

Life along the Riviera reflects la dolce vita, from the cuisine to the spectacular scenery to the azure blue Mediterranean. The piazzas are filled with Gucci-sunglassed patrons sipping cappuccinos. Their only burdens seem to be shopping bags

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from Gucci, Prada and Ferragamo. Elegant social lives hide behind luxe villas clinging to cliffsides.

The Symphony sailed effortlessly to our next stop, Monaco, where fairy tales really do come true. The world's second smallest kingdom after the Vatican hit the bigtime when Grace Kelly stole Prince Rainier's heart in Cannes during the 1955 premiere of her Hitchcock classic, To Catch A Thief. The stunning starlet became a princess.

With the Cannes Film Festival in full swing and the Monte Carlo Grand Prix just a few days away, we chose to avoid the crowds and took a group shore excursion along the famous Côte d'azur to France. Nice. The ancient port city bears an uncanny resemblance to Portofino. Our Belgian guide noted

that the two seaside villages once belonged to the kingdom of Sardinia, and thus the old port buildings bear similarities.

Considered the capital and queen of the Riviera, Nice sits on a stage surrounded by a natural amphitheatre of mountains that reign over the Baie des Anges (Bay of Angels). Lavish hotels and a casino erected during the Belle Epoque period make Nice a constant rival to Monaco. Vestiges of the old days remain along the famous Promenade Anglais skirting the famous pebble beachfront. Matisse's studio overlooked the frenzied street market in the old city. There's a caricature statue of Miles Davis outside the exclusive Hotel Negresco. Bono, Elton John, Tina Turner and Bill Gates all own heavenly havens between Monte Carlo and this exclusive seaside resort town. After a lunch of wine and cheeses in the historic quarter, we returned to the ship, which sits like a crown in the blue Mediterranean. At night, passengers reminisce and romanticize about the next day's stop in Livorno, where many will visit Florence, San Gimignano, Pisa or other Italian hillside villages. Later that evening, snuggling in matching Frette bathrobes and sipping a robust Merlot, we cued Under The Tuscan Sun, a complimentary DVD rental from the ship's library.

Once the playground of Roman emperors, it was near Capri that Ulysses resisted the call of the sirens in Homer's Odyssey. The paradise isle also became the final home of Emperor Tiberius. The eruption of Mount Vesuvius buried the city of Pompeii in ash in 79 A.D., where it lay undiscovered until 1748. In its heyday, the ancient port city contained mammoth buildings-forums, amphitheaters, gladiator court and stadium. Today, there are even startling casts of some of the dead, including one of a dog in Granai del Foro, the city's former fruit market.

Uncertain of our plans, we hightailed it back to our ship, contemplating our final coastal visit—to Sorrento, a city hugging the dramatic Amalfi coast, north of Positano and the famous Amalfi Drive, with its hair-raising rugged switchback road, and south of the Roman ruins of Pompeii, Herculaneum and the lively city of Naples. Excited, we hit the Mediterranean waves of the Bay of Naples, the sun shining as brightly as our smiles as we sailed closer to the craggy cliffs of Capri. More Italian treasures awaited.

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Refreshing Niagara spa escape for couples

Beyond the wineries

by Elayne LAKEN

iagara-On-The-Lake weekenders typically flock to the vineyards and wineries for tastings, dine in upscale area restaurants, or take in a Shaw Festival playall worthy activities, to be sure. For a totally relaxing getaway, however, add another lavish experience--a couples' massage at the White Oaks Spa and Resort. It's a romantically refreshing escape for two that will set you on a path to rejuvenation.

Only an hour from Toronto, minutes from the QEW at Exit 38A, the spacious White Oaks Resort and Hotel can facilitate either a day stop or an overnight retreat. The day therapy Reconnect Couples Suite allows you to choose combinations of spa treatments

to experience



with your significant other. In the private room, you can experience side-by-side massages, recline in luxurious lounge chairs, and slip into a hydrotherapy bath built for two.

Enjoy a diverse range of therapies together, depending on your taste and style. Perhaps a magical mud wrap, a non-nonsense shiatsu massage, or a refreshing facial with

your partner. Experience a taste of the local Niagara lifestyle with the uniquely regional Maple Syrup Scrub with its natural anti-inflammatory and anti-aging properties, or the Nectar of Niagara Scrub with grape-pulp exfoliation followed by a wine-andhoney foot wrap. Maple, wine and honey—all indigenous ingredients make these treatments authentic and holistic.

Couples are abandoned to the luxurious Reconnect Suite to wash off and relax together in the hydrotherapy jet bath filled with relaxing essential oils, or algae, depending on the best complement for the chosen treatments. Soft classical music wafts through the room where you and your significant other can take your time together, have a glass of mineral water, moisturize, and dress for lunch or dinner.

After treatment, continue your relaxation in the meditation room with a soothing cup of health-giving green tea. White shaggy carpets, white walls and white couches in the dimly lit room complete the restful experience.

> Customize your White Oaks Spa couples retreat by browsing the comprehensive website, www.whiteoaks.on.ca.

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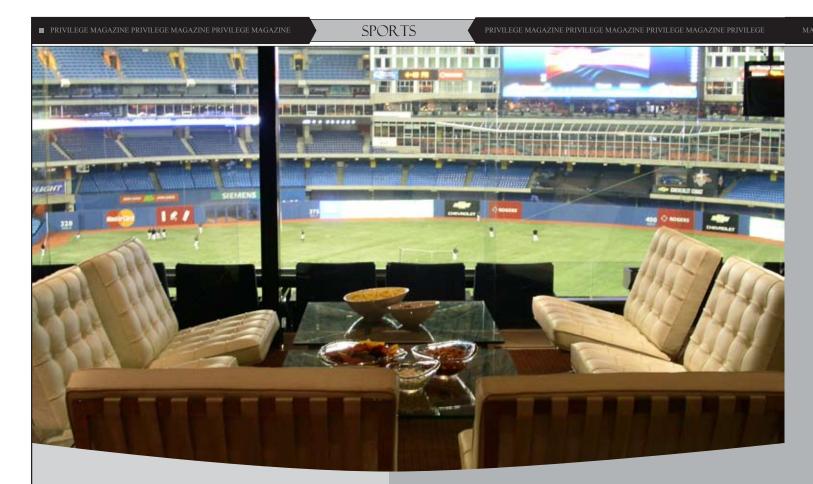
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Luxury in a Box: From Posh to Posher

by Peter GROSS

nother Blue Jays season has come to a lessthan-stellar finish and once again the baseball fan must exercise patience as the team continues to rebuild. Meanwhile, three floors above the field, the completed rebuilding of two luxury boxes exude World Series quality.

Several months ago, the Rogers Centre proposed to Home and Garden TV that hosts from a couple of the network's shows renovate the stadium's luxury box behind home plate as well as that of Cy Young Awardwinning Pitcher Roy Halladay. It was an offer HGTV could not refuse: The Rogers Centre pay the tab, HGTV gets two nifty episodes for their series, various charities send children on special trips to the remade boxes and the Centre retains two new state-of-the-art digs to impress relatives, friends and business associates.

Sarah Richardson, host and co-producer of design inc. drew the straw to transform the look of Roy Halladay's suite and, based on her first impression, she had her hands full. The design resembled a 1980s lawyer's boardroom, she recalled, breaking into a smile. "It was very dim, very dated and didn't really feel like a sparkly place to entertain."

It does now. The visitor is immediately aware of the brightness and whiteness of Doc's Box. The motif whispers, "Baseball," and the openness of the design says, "This is a fun place to be."

"It's used by their family on a regular basis," said Richardson, "And at least once a month the space is donated to be used for charity and kids from the Hospital for Sick Children come with their families, enjoy a game and get to meet Doc, which is a big thrill."

Knowing the boxes' special uses, mostly by ballplayers families, and especially by children, Richardson worked to make it welcoming and warm. The first task consisted of ripping out the sixteen stadium chairs in front and installing something much more playful. "We removed the traditional baseball seats and replaced them with custom banquettes," Richardson explained. "They're bright red vinyl and super comfortable, so instead of having designated seating out there, you can take up as much or as little space as you want."

There is much more, however, in Doc's Box to cause grown-ups as well as children to open their eyes wide in awe. Though the suite has a wonderful view of the field, allowing the ball fan to look straight out over first base, the east wall boasts two immense wide-screen plasma television sets. You see it live, then turn slightly to your right and the replay never looked so good. The west wall of the box beckons with irresistible photographs.

Richardson explains, "Some of the feedback we got from Doc's wife Brandy is that kids often pose the same questions: "How tall is he? How big are his feet? How fast does he throw? How does he pitch?" We took them down on the field and Doc showed us his grip for all these different pitches. We took the photographs enlarged them, so we have Doc's signature pitches hung on the wall."

The Doc Halladay experience begins the moment a visitor enters the suite, with the star pitcher's information printed on the first wall to the left. "The speed of Halladay's fastball – 96mph. His favorite food – steak. His secret talent – he can ride a unicycle. His favorite baseball park – Yankee Stadium." Halladay's private en suite features a huge wide-screen TV – does Yankee Stadium have that?

The Rogers corporate box sits a few doors counterclockwise, a reno job was so challenging it took all three of the Designer Guys to pull it off. Allen Chen, Matt Davis and Anwar (no last name needed) knew at first sight they faced a challenge. "The suites hadn't been





touched since Skydome was first built," said Allen, "So we actually gutted the entire place. This allowed us to look at the space uninhibited by any of the old designs." Added Anwar, "We knocked out the wall between two suites and completely renovated...redid it from scratch." The three architects made the double-sized suite appear much bigger with the use of dark glass around the back of the box, reflecting the rest of the stadium. "Our big challenge was to create a suite adaptable to a variety of clients," explained Allen. "For business meetings, parties, the public, the private events. So it had to really be a flexible space that felt comfortable to everyone." Matt hit the ball squarely when he said, "We wanted to give it a level of exclusivity and a level of poshness."

The refurbished box could very well be the neatest place ever to watch a ball game. Dozens of bobblehead collectibles peer from glass shelves. Under the slab of glass that serves as the bar is a piece of the same field turf Vernon Wells runs on. The front of the suite seats 32, with room for an additional 18 inside.

Blue Jays President Paul Godfrey feels the expense of jazzing up the boxes simply represents good business sense. "It was quite obvious many of the boxes here needed a makeover," said Godfrey. "We were anxious to show the public and the people who use the boxes that you could watch the ball games in a revitalized living room and watch the game. It sends the message that the Blue Jays want a lot of corporate users as they did in the late '80s and early '90s."

A typical luxury box rents for about \$70,000 a year. At first blush that seems like a lot of coin, but considering that as many as 50 people at a time can attend, the cost of less than \$1000 a game seems a little more reasonable. On a per-game basis, the Blue Jays charge \$2500, which includes tickets for all your guests.

Game Day September 18: Blue Jays vs the Yankees:

More than an hour before game time, excited children and their parents wander into Doc Halladay's box. As part of the Jays Care approach to children's health, young people are often welcome visitors. The face of ten-year-old Riley Marinelli lights up two steps into the room.

"Cool," he proclaims, eyes as big as baseballs. Suddenly it gets even cooler. Roy Halladay, in full Blue Jays uniform, strides in with a huge smile on his face. "Who wants some autographs?" he asks. An immediate clamour ensues and Riley rides the first wave surrounding the obliging pitcher. Halladay signs hats, gloves, tshirts and pictures. The Doc's Box project means a lot to him. "I think it's great," said Halladay, bending graciously from his 6'3' height to meet the mike. "It's something close to my wife and me. We have two boys of our own

and I can only imagine how it feels for some of these parents. To be able to do something nice is special to us."

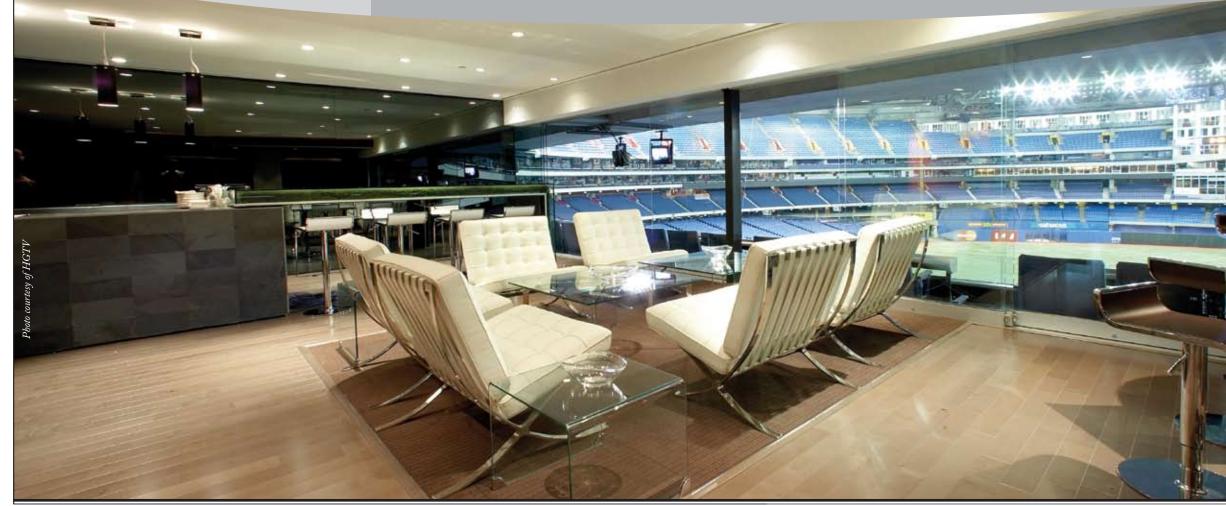
Riley's Dad, Remo, older brother Josh and identical twin Jeremy have accompanied Riley to the game. While Riley and Jeremy are indistinguishable on the outside, on the inside it's a different story. Doctors discovered a hole in Riley's heart and just four days ago operated to repair it. Remo describes the operation. "They inserted a catheter through a vein in his leg to his heart. Then they released a plug to plug up the hole. The plug is made up of wire mesh and skin and tissue will begin to grow around the wire mesh and close up the hole." Riley seems oblivious to his condition. He's looking around at the photographs and the field and the lights. "It's overwhelming!" he exclaimed.

The biggest youngster in the room is 18-year-old Gabriel Lerman, tall enough to look Doc Halladay in the eye. Lerman deserves a free ball game as much as anyone. In July he donated his bone marrow to save the life of his younger sister, Bethany. Gabriel uses a baseball metaphor to describe his sister's condition. "Her body will now pitch a shutout against cancer," he beamed.

Jim Bredin, 42, has brought his three children to the game. Bredin is a guy whose children know about interior decorating. His oldest boy, Ryley, is in perfect health, but both eight-year-old Kailyn and four-year-old Ayden required heart transplants as infants because they were born with a rare condition in which only half a heart existed. Both kids are now in fine health. Though little Ayden recently had a cancerous tumour removed from his bowel, he's now bouncing around the suite like an India rubber ball.

In the bottom of the first inning, Vernon Wells laces a flare into right field. When the Yankee fielder doesn't pick up the ball cleanly, Wells sprints safely into third. In Doc's Box, a dozen children whoop it up, cheering and clapping.

In the world of baseball you can spend millions attempting to upgrade your team and it might not necessarily result in any more wins. In the world of renovating, however, a little money and a lot of creativity can hit you a home run.



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Fly by Day

The unmistakable lures of the legend beckon

by Eric SPARLING

In the 1950s and 1960s, tennis was the rage. In subsequent decades, the game of golf ruled. Now a new and, perhaps to some, an unlikely sport emerges

What is the new "it" sport?

That is the new "it" sport? The one with cachet? The recreational activity of choice for distinguished gentlemen and women? The leisure pursuit not only criss-crossing the country but also forging better working relationships among top executives? Fly fishing is a sport that is coming into its own, says Jim Wilson, and he ought to know.

The proprietor of WILSON'S "Toronto Fly Fishing Centre" comes from a long line of fly fishermen. His family hails from the famed Miramichi region of New Brunswick, a center for Atlantic salmon fishing for almost two centuries. In fact, the Wilsons have been guiding people on the river since 1854.

Becoming heir to a legend, however, does not mean immediately donning the mantle of the family tradition without being tested. Wilson came late to the sport in the early 90s while working in commercial real estate. During this time he forged a working friendship with a director of an American company who was accustomed to traveling to Canada on a regular basis and who often arrived a day early or left a day late in order to schedule some time to fly fish. Because fly fishing had always been on his list of things to try and because he wanted to spend more time with his client, Wilson decided to take up the sport to get more face time with his important colleague. One day, after they had fished the Upper Credit River, he suggested to his friend that they consider visiting the Wilson family lodge in New Brunswick. The businessman turned and asked in a reverential voice, "Are you a Wilson of the Wilsons?" A trip was booked the following day.

The rest is, as they say, history. After further research, including a thoroughly unsatisfactory customer experience in Toronto's only fly fishing shop at the time, Wilson decided to open his own store. WILSON'S has now been operating for eight years and Jim thanks the Baby Boomer demographic for the store's growing success.

Are you a Wilson of the Wilsons?



asing his perspective in part on David Foote's book Boom, Bust and Echo, Wilson knows that Boomers dictate consumer trends in North America. Perhaps the most notable



Jim Wilson fly fishing for Dolly Vardon (Bull Trout) at Inc

example of this is the shift from tennis to golf and now to fly fishing. Initially the sport with executive cachet and an pants began searching for a new experience with the same

Murray Abbott of Murray's Fly Fishing School in Toronto offers these tips on performing the basic fly cast:

- Hold the rod with your thumb on top (as if you were picking up a suitcase).
- Hold the rod at a steep angle pointed at the sky. As you move through the arc of motion, the tip of the rod will travel parallel to the ground.
- The range of movement back and forth is small. The tip of the rod will travel in approximately a 30-degree arc forward from the midline of your body, then a 30-degree of arc behind the midline of your body.
- At each extreme of the movement, stop the rod abruptly and allow the fly line to straighten in the air.
- Use enough momentum while moving each direction to bend the rod (thus improving the distance of your cast).
- In your forward stroke, let some line slip through your fingers (to allow more line out).
- When you are ready to let the fly land, your rod should be pointed where you wish the fly to land. Allow the fly to land on the water.

Jim Wilson helping Wendy Ellis land a Lake Trout at Inconnu Lodge, Yukon

women in Canada.

or Thomas & Thomas rod and an Abel reel could cost almost \$1,000 each, a good quality entry package at WILSON'S, runs also invest in expensive gear – bamboo cane or graphite rods far reaches of the planet. If you have a yen for the do-it-your-

You can get started for less than \$200 or pay as much as \$2,000 a rod

nother myth is that fly fishing means having to travel. Not true. While there are some exceptional fishing spots in remote parts of this country Toronto Island, as well as the Humber, Rouge, Credit, Mad Nottawasaga, Beaver Boyne and Grand Rivers, offer quality fishing close to home. Many of these locations also have nearby inns and B&Bs, offering mini-holidays a short

A third myth about fly fishing is that it is an old boys' network. Once true, Wilson claims this has definitely become passé. "A lot of business now takes place on the banks of a fly



stream instead of the fairway of a golf course, and a growing number of people taking up the sport are women." Women not only exceed at fly fishing, a skill-based sport not reliant on brute strength, but also represent the fastest-growing sector of fly fishing enthusiasts. In fact, many women who have undergone mastectomies take up fly fishing as part of their recovery regimen because the motion of casting a fly is very similar to the physiotherapy necessary to repair damaged muscle tissue. Spending a quiet day enjoying the great outdoors contributes to good mental health as well.

Lastly, Wilson lays to rest the myth that fly fishing is impossibly difficult. "Most people cannot master a golf swing in a lifetime but those same people can pick up the basics of a fly cast in an hour," he said. Easy to learn. Inexpensive. A sport women can do equally as well as men. Great local sites. Add to that the mystique of Brad Pitt in *A River Runs Through It*, and no wonder the sport is gaining ground.

Fly fishing has for years had a strong following in the corridors of corporate Canada. One company president often requests a high-end rod and reel package from WILSON'S for valued clients. The company logos are engraved on a brass plaque affixed to the case holding the rod and reel. Other companies offer fly fishing lessons as incentives, or bring star performers to spectacular fly fishing lodges, such as Inconnu Lodge in the Yukon Territory. Founded by Warren LaFave in 1989, and located 185 miles northeast of Whitehorse, Inconnu is accessible only by plane. The nearest large town lies more than a hundred miles away.

Roy Clark, originally from California and LaFave's business partner since 1990, has guided Yukon fishing trips since 1979. He calls Inconnu Lodge "5-Star all the way" and Wilson agrees. Within a 75-mile radius of the base, there are 29 bodies of water for guests to fish. Typical holidays last from five to seven days with prices averaging just under

\$1,000 per person per day. A guide accompanies every two guests and Inconnu accommodates a maximum of 12 people at a time, even with five cabins separate from the lodge.

The first day of a holiday is spent fishing on McEvoy Lake in front of the lodge. The catch might include lake trout, northern pike, arctic grayling, dollyvarden or sheefish. On subsequent days, however, a DeHavilland Beaver or a Hughes 500 helicopter takes guests to one of the other 29 spots. Clients fish for eight hours then return to the well-appointed lodge in the evening where Tetar Mesaric, the Croatian-Canadian chef, prepares superb four-course dinners. The holidays are all-inclusive and, while many prefer to bring their own fly fishing gear, it's unnecessary. A variety of equipment is available. Visitors pay only for a fishing license, alcoholic beverages and staff gratuities.

Celebrity fly fishers abound

Although remote, or perhaps because of that privacy, Inconnu Lodge attracts its share of celebrities. Sports stars such as the Calgary Flames' Tim Hunter, Buffalo Bills' Joe Ferguson and Dallas Cowboys' Jay Novacheck have paid a visit, as have famed fishermen Bob Izumi, John Barrett, Dan Hernandez and Lee Horsley.

When *Privilege* spoke to Jim Wilson, who recently returned from a visit to Inconnu, he not only praised the lodge and its staff, but also spoke with quiet passion about the family legacy that has become his life. "There may be more important callings in life, but none is more enjoyable than teaching people how to fly fish, relax and enjoy their life."

<u>THE TACKLE BOX</u> Murray's recommendations

for basic beginner equipment:

- Graphite fly rod: 6-weight, eight to nine feet in length.
- Fly reel: 6-weight—a clicker-type drag is a good starting point.
- Fly line: Double-tapered, floating 6-weight; alternatively, a weight forward.
- Enough backing to fill the reel.
- Tapered lead.
- Selection of tippet material.
- Assortment of flies.

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Privilege Magazine, proudly supporting Rethink Breast Cancer, is pleased to co-present 'The Tatler Party' British Invasion, BoobyBall. October 28, 2005. State Theatre, 69 Bathurst Street, Toronto; bustin' open at 7:30pm. In support of the fight against Breast Cancer, the evening promise British Fare, Cocktails and Pints, Silent Auction, Party Pics and Swingin' Spa.

What's the good of art?

by Rachelle DICKENSON, MA Art History, McGill University

s an art historical consultant, educator and perpetual student, I have frequently been confronted with the question, "What is good art?" Each time I feel obliged to respond, "What do you like?" Our personal preference for art can be sidelined by what others consider 'good.' While art, like wine or scotch, may be a matter of taste, knowledge of 'good,' in terms, not only of artistic technique but also of context and meaning, is useful to begin personal or corporate collections. By trying many kinds of scotch, I learned that some are just plain bad, some are more for a general palate, and some are extraordinary or remarkable for various reasons, observations that helped me appreciate the differences. For example, some of the best scotches

are derive from seaside distilleries. Since I'm not a fan of the brine that seeps into the casks, I prefer the product of inland distilleries. One must try as many things as possible, they say, although not all in the same night! Some of the rules of scotch-nosing apply to art and the individual taste for it.

From traditional museums to virtual on-line galleries, the selection of art for looking at, learning about and purchasing can seem confusing and intimidating. The development of the art canon, that considered the best of the best in history, developed through the

consensus of a relatively small group of people who decide the meaning of "good" in relation to very specific types of creative production, namely painting, drawing, and sculpture. The few thus influence what the many are exposed to, creating a group of works accepted as the best of Western fine art--Rembrandt, Monet, the Group of Seven, Van Gogh, and the rest of the usual suspects. Our appreciation, knowledge and consumption of "Art" in the West remains a mark of social standing, which has a great deal to do with anxiety over purchasing art for home and business. The bottom line? If you don't like it, don't buy it. Hard-earned money should never be wasted on impressing friends and neighbors. Alternatives to the dizzying array of art-buying options exist in commercial spaces, such as malls and office buildings. Some provide services that reflect how succinctly art can reflect personal or corporate identity and branding. Gallery collections also reflect a wide range of styles and techniques, from traditional to abstract, oil to charcoal. Some consultancy departments commit themselves to developing knowledge about contemporary art compatible with the overall image of the company or the mood of the home. Coupled with an understanding of personal preferences, consultants utilize their skills to guide clients, clarifying the many reasons for and benefits to collecting. While some may purchase and collect art for personal gratification--love

> of a particular genre or artistic technique, for example--the investment value of art represents another key factor in selection and purchasing. Heirloom collections become legacies, reflecting the efforts and achievements of the collector.

Other ways to access the exciting and diverse contemporary art world is through culturally specific galleries as well as the Internet. Our taste in art may not be the same as that of our neighbors; where's the fun in that? If velvet Elvis paintings or card-playing dogs appeal to you or reflect aspects of your corporate

personality or client base, then by all means polish that gilt frame and proudly display the collection. Understand, however, that art has meaning and identity of its own, that there is all manner of "bad" art, help is widely available. If you have any questions or comments, contact me at rachelled@privilegemgi.com and we can debate the kitsch investment value of dogs playing poker till the cows come home.

Harbour Gallery's website at www.harbourgallery.com Exclusive Gallery's website at www.exclusive-colors.com



Leszek Wyczolkowski

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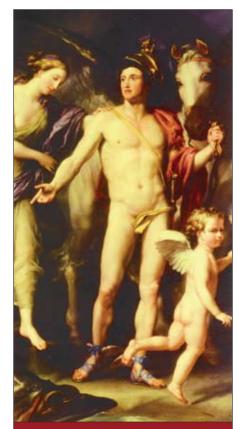
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Celebrating two decades of exceptional Baroque musical and theatrical spectacle, Opera Atelier commemorates its 20th Anniversary season with two extraordinary productions - Lully's *Armide* and Monteverdi's *Orfeo*. *Armide*, running from Nov. 5th-12th, 2005 and *Orfeo* from April 15th-23rd, 2006, reflect the grace and decadence of Baroque opera at the Historic Elgin Theater. For more information about Opera Atelier's 20th Anniversary Celebrations or for tickets, contact Opera Atelier at 416-703-3767 ext. 24 or visit the website: www.operaatelier.com.

VISUAL ARTS ONTARIO

Triple X, an ambitious two-year traveling exhibition of 91 artists launched the 30 year anniversary of Visual Arts Ontario (VAO) in August of this year. Celebrating their ongoing and emerging relationships in the Ontario art community together with a long and vibrant history, the VAO unveiled *Triple X* at the Lieutenant Governor's Office, Toronto August 2005. The exhibition will embellish five venues between now and January 2007. For more details about the ongoing events celebrating 30 years of excellence in Ontario arts, please visit www.vao.org, or call 416-591-8883, you can also email them at info@vao.org.

NORVAL MORRISSEAU, CELEBRATING LIFE AND WORKS AT THE NATIONAL GALLERY

The National Gallery of Canada, Ottawa, presents *Norval Morrisseau: Shaman Artist*, 3 February – 30 April 2006, a long awaited retrospective of Morrisseau's *Anishnaabe* painting. Organised by Greg Hill, Assistant Contemporary Art Curator, this exhibition presents excellent and rarely seen works of art in various media, representing 50 years of production. For details on the exhibition, please visit national.gallery.ca.

MCMICHAEL ART GALLERY PRESENTS MYRON ZABOL

The photographic works of Myron Zabol are on display at McMichael Art Gallery from December 10, 2005 to March 19th, 2006. Zabol, an award winning Toronto based photographer, celebrates five years of photographic collaboration with the Six Nations Iroquois in the book and exhibition *People of the Dancing Sky: The Iroquois Way.* Organized by the Woodland Cultural Centre, Brampton ON in affiliation with the National Gallery of Canada and in collaboration with the Canadian Museum of Contemporary Photography, this exhibition is complemented by *The Jeff Thomas Project.* For more information, contact the McMichael Gallery at www.mcmichael.com, or by phone at 905-893-1121, toll free 1-888-213-1121.

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Sole-Searching Golfing with the pro

by Michael SCHWEIZER

e are truly a golf-loving family. Our adventure in "Sole-searching" started as a conversation between Heather, m better half, and myself about the possi-bility of heading to one of our favorite golf destinations for a vacation with two our boys, Quinn, 15, and Andrew, 14. We all enjoy the Myrtle Beach area of South Carolina because of its proliferation of high-quality golf tracks, so we set to start planning the excursion.

Heather later remarked, "Wouldn't it be great if we went to golf school to really try to improve our game?" As an avid "playand-pray" golfer, who has been playing for 30 years, usually twice a week, but remains at an unspectacular 17 handicap, I liked the notion. Why not succumb to what I've been talking about but just as small groups, including kids. She knew it adeptly avoiding for the last 20 years? It was time get some real instruction on the mystical facets of the sometimes sadistic game that grips us.

We four try to play together at least once or twice a week. The boys are hooked on the game and I've spent the last two years working very hard on trying to teach them the integrity and rules of the game. When playing by the real rules, as opposed to any casual ones, the boys have found that breaking 120 on any given round is a challenge. They'd love nothing more than to get to the level of breaking 100. Learning from a professional, while actually improving their game, seemed a wonderful opportunity.

While I did my usual web searches on the subject matter, starting with the accom-



Heather's about a well-known golf school in the Myrtle Beach area that caters to was owned by Mel Sole, a former South African Tour Player, who had spent some time in Toronto in the late '80s teaching golf at Andy Bathgate's driving range in Mississauga. Based on the Toronto connection and a seeming fit, we were a Jack Nicklaus Signature design set Google search away from gaining access to an experience that would change our lives.

Heather announced excitedly not only that the school existed, but that it also seemed perfect. They specialize in small groups, the price seemed more than reasonable (a half-price special if you brought your kids), and the instructorstudent ratio was 1 to 4. That meant our humble family foursome could enjoy this experience together. What a great bonding opportunity! I had one last question: how was the school rated or evaluated? Heather discovered the Phil Ritsonmodations, we heard from a friend of Mel Sole Golf School scored in the Top

5 of America's 25 Best Golf Schools, according to GOLF Magazine's February 2005 biennial ranking of the nation's golf schools. It is also one of only 10 academies to remain on this prestigious list since it first appeared in 1999. I was sold.

Heather made all the arrangements with Rosemary Sole, Mel's wife and Director of Marketing. Their seven golf school locations are:

Pawleys Plantation, just south of Myrtle Beach, SC Magnolia Greens Golf Plantation, Wilmington, NC Cherokee Run Golf Club, east of Atlanta in Conyers, GA. The National Golf Club of Kansas City Holiday Valley Golf Club, in Ellicottville, NY Mistwood Golf Club, a sho drive from downtown Chicago Club de Golf Malinalco, 90 minutes southwest of México City

Not only did we end up with a booking at Mel's three-day golf school for the four of us, but we also booked a firstclass two-bedroom luxury villa located on the fairways of Pawleys Plantation. Pawleys is the host club of the Ritson-Sole Golf School and an award-winning among the salt marshes and giant live oaks of the Carolina low country, on Pawleys Island.

Then the golf-altering experience began.

We pulled into the grounds of the spectacular Pawleys Plantation late on a Friday evening and all I can say is, "Wow!" Having returned from the famed World Golf Village at TPC Sawgrass in Ponte Vedra Florida a month earlier, I can honestly say this place was every bit its equal and then some. We settled into our spectacular bedrooms with four comfortable beds, two bathrooms with Jacuzzi tub, fullyequipped kitchens, living room/dining room areas and screened porches. Our villa happened to be on the green of the 9th hole of the stunning Jack Nicklaus signature course and only a three-minute walk to both the first tee and Mel's golf school. Although tired, we knew immediately we were set for a good time.

We spent the Saturday and Sunday relaxing on our lanai in the morning, watching the steady stream of golfers come through the turn at the 9th. Then we played our first round of golf--the old way, or B.M.--"Before Mel." All four of us were excited as we chattered about what the golf school would be like, what it would teach us and how good we'd become, beginning 9am on Monday morning. While we thoroughly enjoyed our game, we brought it home in the usual fashion. I shot a lumpy 96, Heather her predictable 140 and the

luxury villa. It had two spacious | Monday morning came and our real mission began. We set out towards the golf school, sweltering in 35-degree Celsius heat, but with unbridled excitement and enthusiasm.

> As we waited outside the school in nervous anticipation, our first stroke of good fortune came. A tall, dapper and distinguished gentleman, who looked as though he belonged on the PGA Seniors Tour, came out of the building and greeted us calmly and graciously in a South African accent. He insisted both boys shake hands with him and properly introduce themselves. As a father trying to teach children the respect and people skills necessary to flourish in this world, I knew right away this was my kind of guy.

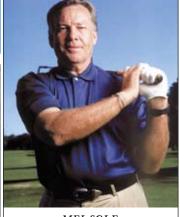
This was our host, Mr. Sole-Mel, as we came to know him. He instructed us to grab our 7 or 8 irons, grab a spot on the range and start hitting balls. We began to comply, while Mel tinkered with some video equipment set up in the background. He announced we should



boys struggling in the 120-130 range. All I remember as I fell asleep that Saturday night was that we sure got our money's worth on those rounds, splitting almost 500 strokes per round amongst ourselves. Please let help be on its way.

just continue what we are doing and not to mind him; he was just going to film us from a couple of angles.

I thought this was my chance to impress. I've come to believe that we all enter different stages of denial at-



MEL SOLE, Top 25 Teacher in the North America

different times to cope with some of the inadequacies in our lives. It's human nature. I joke to my friends who are elearly denying the truth on certain matters: "You're swimming in that river in Egypt again-DeNile." The irony in this case is that I'm no different. Although I clearly saw hope and opportunity in addressing facets of my golf game in order to become that elusive single-digit handicapper I dreamed of, I never once let myself believe my golf swing stood in the way. To my mind, I had a beautiful swing—like the pros. Only the short game, and the lack of ability to chip, pitch and putt were holding me back. Our next experience dispelled that myth.

After completing his taping, Mel called us into the school, where we gathered in a small office set up with video monitors and comfortable armchairs. Mel proceeded to get to know each of us personally. We were each asked to let him know what we expected to get out of our three-day experience with him. The boys both wanted to hit the ball farther. Heather wanted to learn how to master the swing, I explained that I was happy with my swing and my distance and wanted to master the short game in order to score well. Looking back now, I have to give Mel credit for not bursting my bubble about my golf swing right there on the spot. If you have the good fortune of ever getting to know Mel, you'll realize he's ever the diplomat.

Continued on page 103

THE SOARING SUCCESS OF THE SMALL BUSINESS SECTOR

As the small business sector continues to lead the charge in an improving Canadian economy, small businesses are on the lookout for new ways to maintain the momentum.

• • • • FOR MOST, THE GOAL IS not only to improve profitability and increase productivity — but also, to allocate less time for administrative duties and more time for business building or even, rest and relaxation.

Business advisors and tax professionals agree, there are ways to achieve these goals. Here's what they suggest:

1. Separate business and personal expenses. This will simplify life at tax time,

resulting in fewer headaches. By consolidating business purchases, you maintain an accurate record of your business costs (and profits).

2. Build a credit history for your company. Good credit is important, particularly if a business wants to grow. Registering for recurring payments and pre-authorized debit will ensure good payment records.

3. Seek out business tools that improve productivity and increase profitability. In

particular, look for multi-faceted tools that will let you run reports that analyze and organize your purchases and help you plan your business expenses.

4. Take advantage of the extra benefits that come with some credit cards, such as travel protection and extended warranties for your business purchases.

By incorporating this advice, small business owners can get a few steps closer to a better work/life balance.



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Sole-Searching

Continued from page 101

Before I explain how Mel Sole became the ultimate myth-buster in my eyes, let me tell you a little more about this man. Sole is a former South African PGA Tour player regarded by Phil Ritson (Gary Player's former golf coach) as "possibly the best teacher I've ever come across." Mel has more than 30 years' teaching experience gained internationally in South Africa, Canada and the USA. He chose to immigrate to Canada from South Africa in the mid-'80s. To this day he retains his Canadian citizenship. His in-laws live in Newmarket, just north of Toronto. Mel is renowned for his unique approach to the mental side of golf as well as for producing amazing results for golfers, like me, who have struggled for years. GOLF Magazine consistently ranks Mel one of the "Top Teachers in North America." He is a teaching editor with GOLF TIPS Magazine and the author of the recently published book Golf Step-by-Step. His lessons have been featured in Golf Digest and GOLF Magazine.

Not a bad résumé for someone who's about to teach my family and me some of the finer points of the game. Almost as impressive credentials, though, are his talents as a classy, soft-spoken, infinitely fascinating storyteller. Mel regaled us with stories and anecdotes of his tourplaying days, his travels, his friendships and his beliefs to the point of awing us all. I immediately felt as though I were in the company of a longtime friend. The boys were so enthralled and affected that they began affectionately referring to him as Uncle Mel.

What was it that made this affable gentleman, a born teacher and mentor, the ultimate myth-buster? He took us to his office to show us video of our swings from behind and the sides, placed deftly beside a visual of the correct swing we should be striving towards. It was then and there that the truth became clearer than the South Carolina summer sky. After a laugh-filled ruckus, suffice it to say that the following descriptions aptly depicted the debacle. My swing came to be known as "monkey golf" by the boys. Heather's was labeled "the chicken wing." Quinn's was "jack-in-the-box golf" and Andrew's "half-golf." For the record, it was not Mel who labeled us; he's far too classy and eloquent to pass derogatory value judgments. He did, however, laugh with us at our collective self-revelations.

That was where the real teaching began.



Armed with the highly visual and constructive video evidence, Mel set out to not only assure us he would give us the tools to improve, but also to encourage each of us that we could do it!

The next three days consisted of more learning and fun than I can remember being packed into any three-day session in my life, and that includes University life and Corporate Training/Offsites I've experienced over a period of 20 years in business. Mel introduced us to the five simple components of the golf swing, his ingenious 48-ball "practice to perfect" methodology, daily video debriefings of our progress and a unique teaching approach based on our personality profiles. At the end of the three days, we walked out of Mel's golf school with huge smiles and exuberant optimism. We had blistered hands, a wonderful customized DVD of our video progress, techniques on how to use his teachings to improve further, and-most importantly--a new friend who was interesting, patient and genuine.

The impact? We could talk about the short-term payoffs in that we played three more rounds of golf down there after our time with Mel. I shot a pair of 82s (including a 38 on one nine), while Heather and the boys easily shaved 20 strokes off their respective games. More impressively though, we conversed nonstop, on and off the golf course about Mel, his stories, his teachings and the profound httpact he had on us. We left jubilant about our future with this game we love, and a commitment to implementing Mel's philosophies and approach. We also left with golf swings that looked like they actually belonged on the golf course. My "monkey swing" was history. No more "jack-inthe-box," "chicken wings" or "half-golf"!

In hindsight, we went for a vacation and some golf, but got more than we could ever imagine, thanks to Mel Sole. We found "Gold with Sole".

Look for our upcoming features and tips in future Privilege Magazine issues on "Golf with Sole"

For more information on:

 Mel Sole's 7 golf school locations
Specialized golf holidays presenting a unique opportunity to play some of the best golf of your life while visiting exotic world-class venues accompanied by GOLF Magazine "Top Teacher," Mel Sole
Customized golf school's with Mel Sole in your own community for corporate clients or family www.privilegemgi.com

Mel Sole can be reached at the Ritson-Sole Golf Schools www.ritson-sole.com

> Contact Michael Schweizer at michaels@privilegemgi.com

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