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INTERNET
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Old News



Stylist shares secrets

Well-known Quebec stylist to the stars and author of the book "With Style", Louise Labrecque, paid a visit to Westmount last week to share her secrets and fashion tips. The longtime *La Presse* contributor has been a stylist for TV, movies, and magazines for over 20 years. Labrecque was invited as a special guest to celebrate the 5th anniversary of the Emma and Guerlain boutiques on Greene Avenue. 10% of the sales of the May 19th event were donated to the Canadian Cancer Society. (Photo credit: Jacques Pharand)

Anticipation mounts for 35th annual Family Day

When Westmount's Sports and Recreation Department organized a day of fun for all ages in Westmount Park back in 1975, few would have guessed it would grow to become one of the community's most popular and enduring traditions.

But now Family Day is marking its 35th anniversary, and it all takes place in the park this Saturday, May 29 starting at 9:30 a.m. with the traditional costume parade from the

corner of Greene Avenue and De Maisonneuve Boulevard.

Building on their tried-and-true recipes of successful events, the Sports & Recreation Department has assured that most of the popular attractions from past years are back — but this year there will be a special addition.

Aladdin hits the stage

Although past Family Days have pre-

sented live musical performances as part of the programme, this year the organizers are trying something a bit different — a live theatre presentation. At 11:30 a.m., the Left of Centre Theatre Company will present an excerpt from its play *Aladdin*, which is currently on the boards at the Centaur Theatre. This will be presented on the Melville Avenue playing field, and will last approximately one hour.

Continued on page 2

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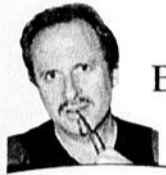
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Westmount High gives Quebec's students the chance to advance



Bram D. EISENTHAL

Briefly Bram

Two weeks ago, I had the pleasure of covering the English Montreal School Board's 2010 Public Speaking Competition, which featured the top student orators from EMSB schools city-wide, secondary grades I through V. The event was held at Westmount High and prior to the start of the competition, the school's vice-principal, Steven Erdelyi, whose alter-ego is a Cote Saint-Luc city councillor, gave me a tour of the school and discussed its programs. I was excited by the cutting-edge nature of some of them, such as the class that merges science and technology with wood shop. It is an amazing concept and watching the students working on their related projects was inspirational indeed.

I was also introduced to veteran guidance councillor Karen Allen, who has vividly proven that my ideas about guidance counselling are about as archaic as they come. Stay tuned for further news on this remarkable woman in the months ahead.



Westmount High is not only the only public school in Quebec to offer the Advanced Entry exam, it also has cutting edge classes, like this one merging Science and Technology and Wood Shop.

During her 15 years in the field, Allen has helped Westmount High bring Quebec a program that virtually bursts through the

education barrier, raising the bar and challenging students like never before. And for the fifth straight year last week, Allen's high

school saw students – most from Grades 10 and 11 – writing Advanced Placement
Continued on page 3

Family Day

Continued from page 1

There is also an initiative to make the event entirely eco-friendly, with the Westmount Healthy City Project encouraging the use of non-landfill products and the proper disposal of garbage in one of the many compost and recycling bins that will be placed throughout the site.

At 10 a.m. there will be a public auction of bicycles and other found items, and local police officers and Westmount Public Security will be on hand to give free inspec-

tions of child car seats. Residents are invited to bring their vehicles to the site, where officers will verify if the seat is properly installed, at no charge.

From 1 to 2 p.m., the main playing field will see plenty of action, with the egg toss and water balloon competitions, which are always followed by the community tug-of-war, which annually pits residents living north of Sherbrooke Street against their neighbours to the south.

As in previous years, there will be pony

rides, a petting zoo, inflatable games, face painting, the ever-popular aerial runway over the lagoon, and of course the ever-popular carnival booths, which will be set up by 2 p.m.

In the event of inclement weather, many of the scheduled events will take place inside the arena.




It just wouldn't be Family Day without the happy sounds of the Dixieland band.



On Family Day, kids will be invited to test their skills on the climbing wall.

2 Thursday, May 27th 2010 www.westmountexaminer.com



Notaries

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Andrea F. Durso • Arthur Younanian




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Former astronaut pilots Repercussion Theatre's annual fundraiser

Outrageous Fortune Soirée on June 3



Marc Garneau, Member of Parliament for Westmount Ville-Marie and former astronaut, will host Repercussion Theatre's *Outrageous Fortune Soirée* at Ogilvy's elegant Tudor Hall from 6 to 9 p.m. on June 3.

The deluxe cocktail party features Raoul Bhaneja performing excerpts from his critically acclaimed, one-man version of Hamlet, ("A must-see ...", The Stage, UK; "This is riveting," nytheatre.com, USA), music by Montréal Baroque and Liederwolfe, a live auction (lunch with Marc Garneau is one of the most coveted items up for bid), and cocktails and hors d'oeuvres. (The complete list of auction items has been posted on the Repercussion Theatre website.)

"Witnessing over 1,000 people flood into Westmount Park on multiple nights each year and knowing that this takes place throughout the island of Montreal every summer, I understand the importance of keeping Repercussion Theatre alive, doing what it does best," Garneau stated.

Repercussion Theatre has been bringing Shakespeare to audiences of all ages since 1988, reaching over 10,000 citizens every year. Even though it has become a summer fixture and is a popular tourist attraction, especially for visiting families, they don't receive the kind of funding that the Jazz Festival or Francofolies does. Artistic Director, Paul Hopkins explains, "When an annual event occurs for as long as ours has, it can sometimes be taken for granted. But what would summer in Montreal be without Shakespeare-in-the-Park?"

Tickets are \$125 (with tax receipt for a portion) and can be purchased online at www.repercussiontheatre.com.

Westmount High

Continued from page 2
exams that could see many of this year's 42 participants garner early university credit in any of five disciplines: Calculus AB, English Literature, Psychology (these three being the most popular), French Language and Studio Art.

Westmount High is the only public school in Quebec to offer the Advanced Placement program and Allen has a lot to do with that. "I was at a doctor's office and came across a Newsweek magazine from May 2003 that had an article about the best schools in the U.S. and one of the most impressive was the Bellevue School district in Washington (which was involved with the AP program)," she told me. Allen contacted their superintendent of schools and arranged to send a team over from Westmount High. Since starting the program, its success has been remarkable.

"People from around the world apply," said Allen, explaining that students from other countries can take part while in Quebec on student visas. "And our university students can participate when applying for admission to American universities."

The exams themselves, which are administered by Allen, are run by the College

Board, which also runs the SATs and PSATs. "They are very popular in the States, because in effect they cut down on the cost of university tuition by allowing successful applicants to obtain credits while still in high school," Allen pointed out.

Advanced Placement is accepted by more than 3,600 colleges and universities worldwide for college credit, advanced placement or both on the basis of successful AP exam grades. Research consistently shows that AP students who score a three or higher on AP exams (based on a scale from one to five, with five being the highest) typically experience greater academic success in college and graduation rates than students who do not participate in AP.

If you would like information on next year's AP exams, contact Karen Allen at 514-483-7200, ex. 5961.



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Time machine not required to find Cheap Thrills

During my teen years, just about everyone my age haunted downtown music haven Cheap Thrills, where you could find every imaginable record and knowledgeable staffers to sell them to you. I imagine the place was very busy during the "Summer of Love." Well, believe it or not Cheap Thrills is

still in business, located now at 2044 Metcalfe, north of de Maisonneuve (514-844-8988). They not only have all your coveted used and new CDs and LPs at great prices, they sell concert tickets for the smaller venues without high surcharges. Surf over to www.cheapthrills.ca.

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OPINION

Conservationists watching Meadowbrook saga unfold

examiner@transcontinental.ca

While the 57-hectare Meadowbrook green space isn't technically in Westmount or even adjacent to the City, those interested in the preservation of any green space on the island of Montreal are keeping a close eye on the Tremblay administration's inability to, so far, commit to anything concrete for the area.

While Patrick Asch of the Les Amis de Meadowbrook citizens' coalition wants the entire site preserved as a public park, Miami Beach condo developer, Pacific Group Canada, wants to build 1,500 housing units on the site, which might be the last viable green space in the southwest area of Montreal. The site has been a private golf course for about a century.

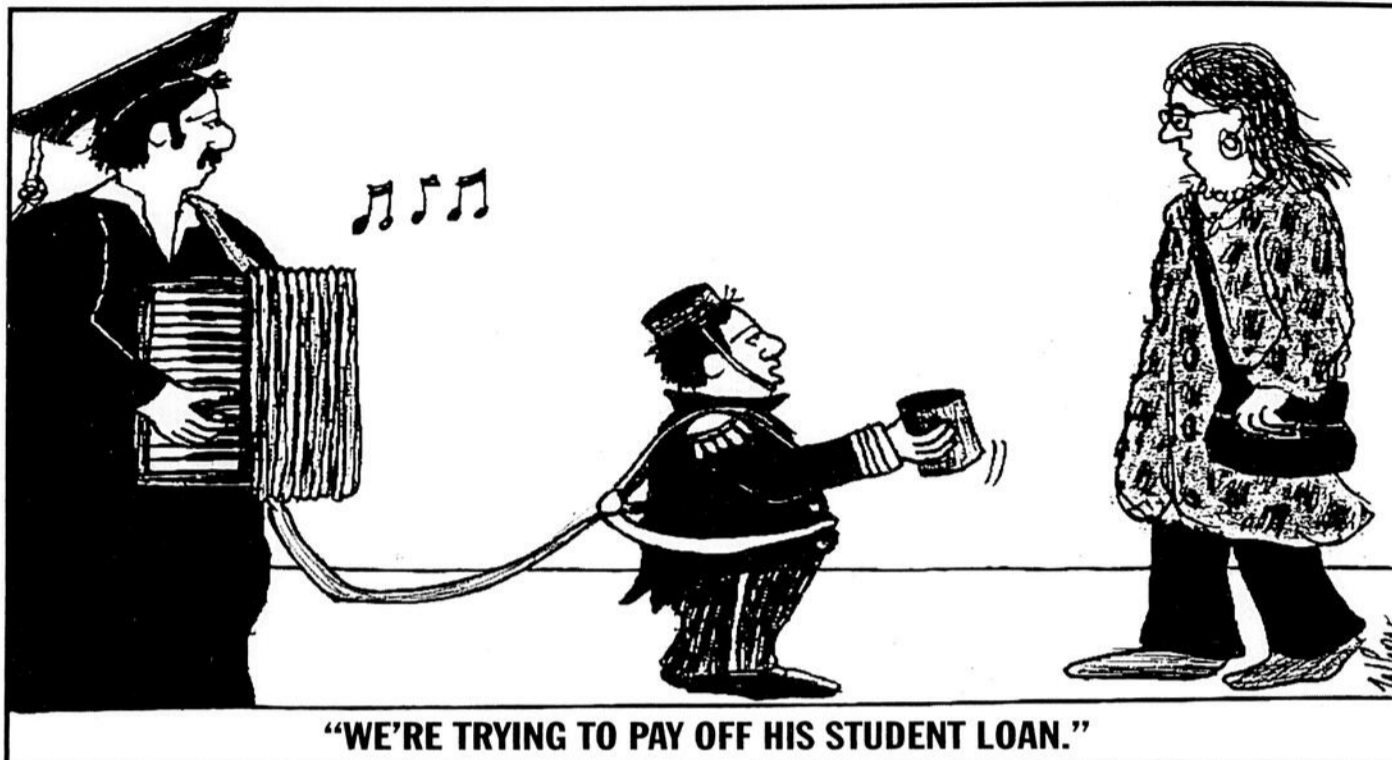
It's not as simple as choosing sides and painting the condo developers as cold-hearted business people out for a quick buck, while painting all those who support the preservation of green spaces as tree-huggers impeding urbanization and economic growth.

The simple fact of the matter is that land slated for development is owned by developers. Unless someone can make the non-development of land a financially viable proposition for them, developers will develop. They will take the land that belongs to them and build revenue-generating property on it.

In order for that not to happen, everyone needs to sit down—community leaders, politicians, developers, conservation groups like the Green Coalition and the Friends of Meadowbrook—and truly discuss every option presented to them. It is possible to find commercially viable solutions that can meet everyone's needs and still reduce our ecological footprint on what green space we have left on the island of Montreal.

Because, make no mistake, Montreal lags behind when it comes to green space. Vancouver, Calgary, Ottawa and Toronto all have greater percentages of natural space than Montreal. Vancouver has designated over 11% of its total land mass as regional or natural parkland. The Island of Montreal has 5%. Ottawa claims 8 hectares of green for every 1,000 persons. Toronto has 3.24 hectares per 1,000, while Montreal accommodates just 1.2 hectares per 1,000 residents. (<http://www.cbc.ca/news/background/parks/urban-parks.html>)

When green space is at stake, it's essential that everyone involved remember that some decisions cannot be undone once they're made. Once lost, our natural heritage cannot be recovered. Environmental conservation, like democracy, depends on active citizens and it doesn't have to be an "either-or" situation. With a little forward thinking, sustainable solutions can be financially viable for developers.



"WE'RE TRYING TO PAY OFF HIS STUDENT LOAN."

LETTERS TO THE EDITOR

Naysayers are the essence of democracy

Last week's editorial (Thursday May 13, "New plans offer little to criticize — but some will anyway") presented a foolish, unhelpful attack on dissenters. The argument is so offensive that I searched for a tongue in cheek but found none. I conclude that the writer was entirely serious. Readers must hope is that views expressed are those of the writer alone and not the official position of The Examiner.

I am referring to the bizarre, divisive argument that those who opposed the new arena are a "small but vocal faction of eternally dissatisfied residents who automatically leap up to challenge anything and everything put before them."

The writer continues: "... there will always be a handful of those few miserable souls who don't like anything and will dig in their heels to blindly fight any proposal that the City comes up with. ... We saw this occur 15 years ago with the ... Public Library renovation project... and we saw it much more recently with the Westmount Park playing fields debacle, where a vocal group of naysayers prevented the installation of what was clearly the superior plan."

As it happens I am not one of those "miserable souls", but unlike the editorialist,

I am delighted and reassured that they exist and can be heard. They are the essence of democracy. We don't always agree nor should we. One hopes that Westmount celebrates open discussions of debatable issues rather than labelling dissenters and attempting to stifle them. This is what the Examiner has attempted to do in this woefully misconceived editorial.

Barry Pless
Lansdowne Avenue
Westmount

Anniversary supplement brings back memories

Thank you for your very interesting 75th year anniversary edition. I was amused to recognize myself in the YMCA preschool photograph on page 5 (7th child from the front, on the left hand side of the picture). At the time, we lived at 441 Lansdowne Ave and I would walk (on my own!) to school. The YMCA preschool was called "Miss Buttonshaw's". As I recall, it was on the second floor and had two sections: Lower Kindergarten and Upper Kindergarten.

Thank you for bringing back these fond memories!

Veronica Noble
De Casson Road

Job well done

Great job on the anniversary edition. It was really well done and full of great articles. And thanks as well for the story on us!

Regards,
Rob Callard
Chez Nick

Your 75th anniversary supplement a great tribute to Westmount

Tony and I just got a hold of the newspaper and the 75th anniversary supplement. Fantastic job! It looks absolutely amazing, a fantastic read and a great tribute to Westmount.

I absolutely love the old ad you found from our store in your archives.

David Di Biasio
Business Development Manager
Tony Shoes

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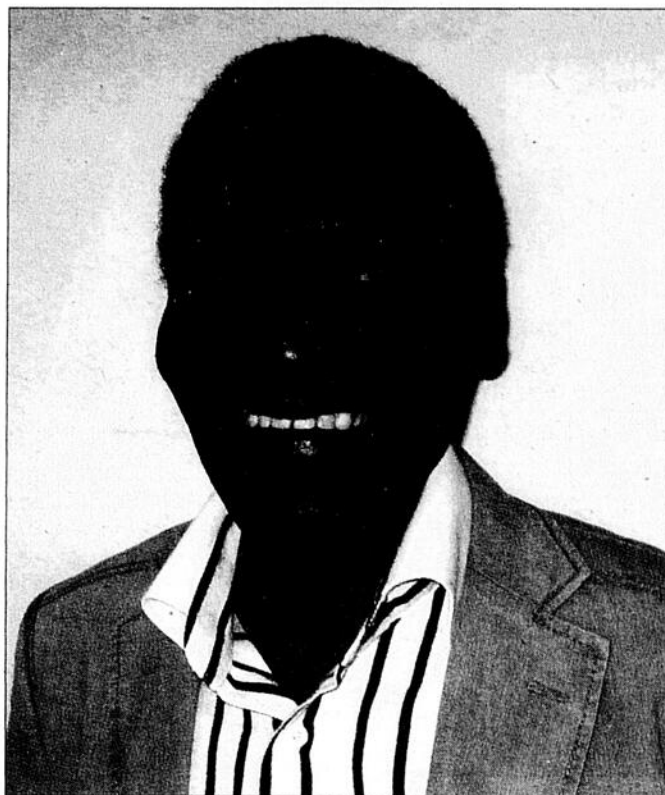
Sixty years later!

It was a blast from the past for 72-year-old Ronnie Williams when he casually flipped through the Westmount Examiner's special 75th anniversary supplement, only to see his 12-year-old self staring back at him on Page 2, along side Westmount's (and Canada's) first ever policewoman.

"I didn't even realize it was a picture of me in the beginning," Mr. Williams told us enthusiastically, "and then I read the photo caption and my name and street were right there."

Born and raised in Westmount, the current LaSalle resident attended Queen School Grade School, Westmount Junior High and Westmount Senior High.

"I still love dropping by the old neighbourhood, however, and always faithfully pick up a copy of The Examiner at Chez Nick on Greene Avenue."



Ronnie Williams today

Westmount's Popular Policewoman

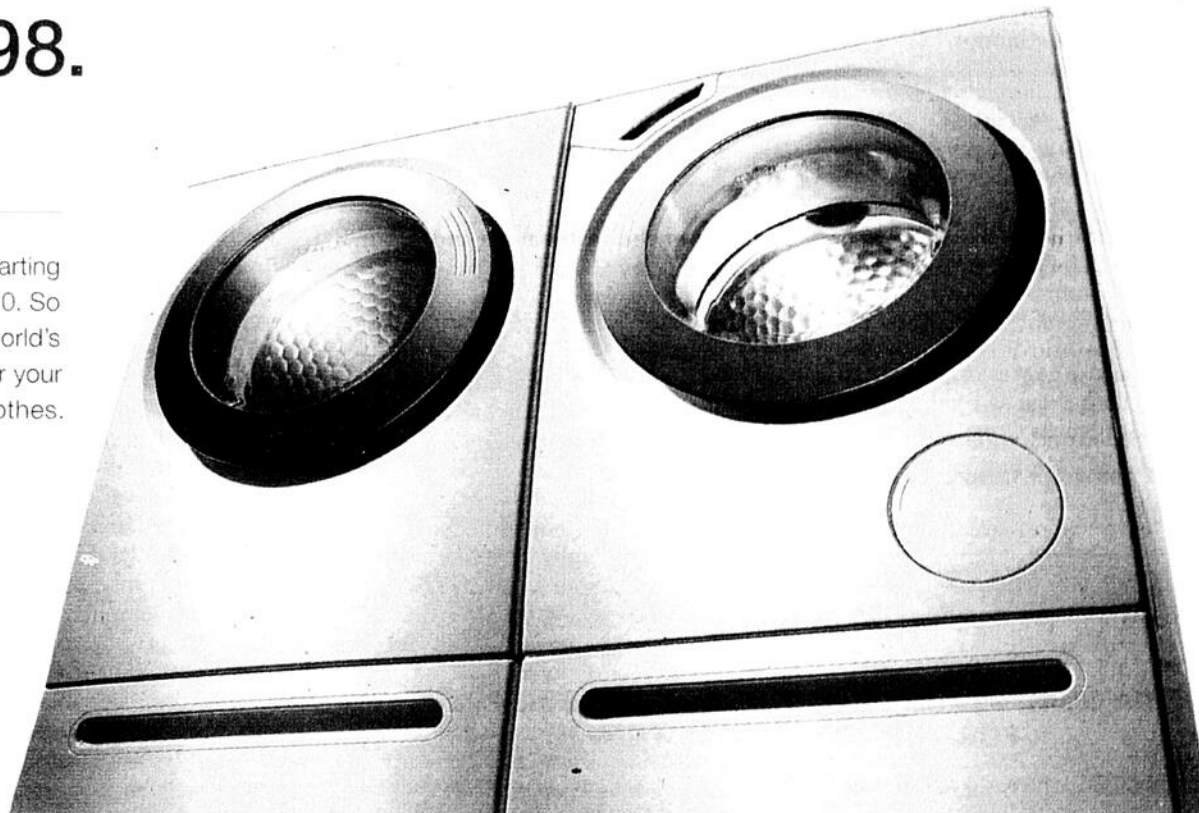


Special Constable Dorothy Barnes, of the Westmount Police Force, was the first woman to be appointed a policewoman in Canada. Miss Barnes disagrees with Gilbert and Sullivan "that a policeman's lot is not a happy one." Police work can be very interesting and amusing at times, she says. In the above picture she is seen warning Ronnie Williams, of 950 Atwater Ave., that riding a bicycle in Westmount Park will get him in trouble.

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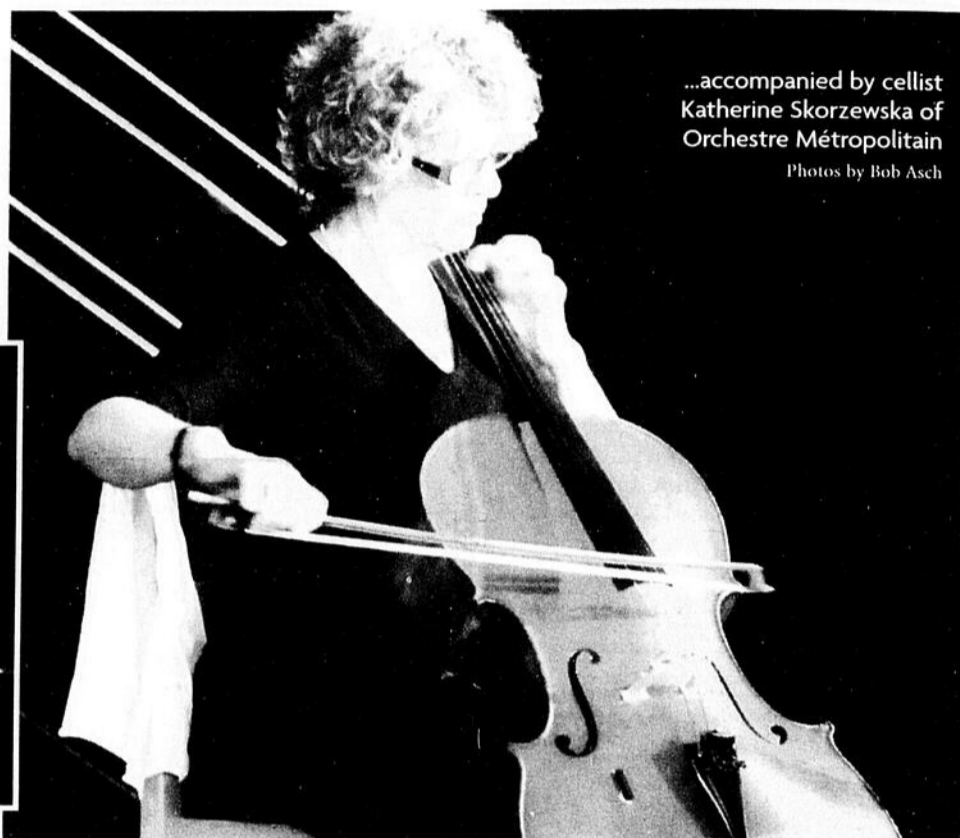
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Library hosts a classical combination

The sweet, low strains of Bach filled the Lodge Room of Victoria Hall last Tuesday, May 11, when bestselling local author Eric Sibliin dropped by for a pleasant and enlightening evening filled with words and music. Organized and hosted by the Westmount Public Library, the event featured Sibliin reading from his successful book *The Cello Suites: J.S. Bach, Pablo Casals, and the Search for a Baroque Masterpiece*. He was accompanied by Orchestre Métropolitain cellist Katherine Skorzewska, who played a selection of the Bach suites that figure prominently in Sibliin's book.



Eric Sibliin reads from *The Cello Suites*....



...accompanied by cellist Katherine Skorzewska of Orchestre Métropolitain
Photos by Bob Asch

Cutler takes his rant back to the Fringe

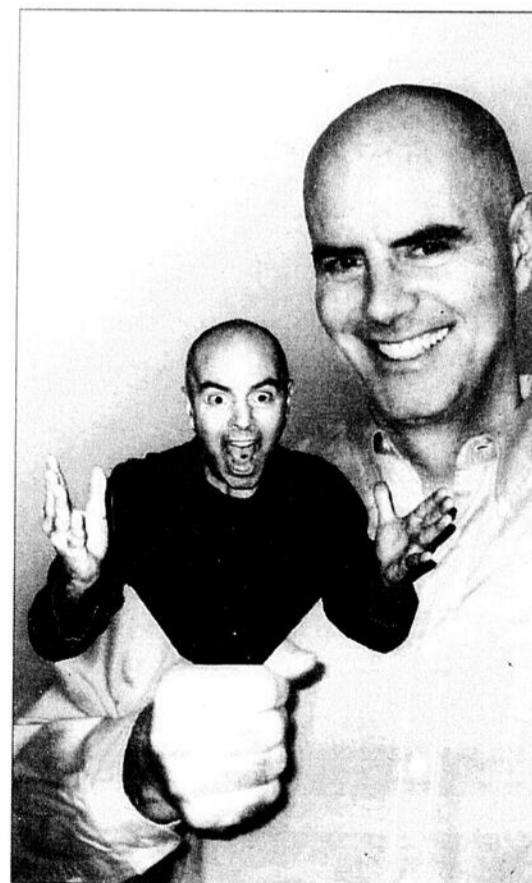
Local audiences need no introduction to Keir Cutler, the prolific writer/performer whose theatrical monologue performances have attracted both accolades and controversy across the country.

He has been an inept professor attempting to teach Shakespeare, a crazed Beethoven impersonator, and even a more personal turn as himself, hilariously ranting about some trouble he encountered while performing at the Fringe Festival.

Now Cutler has taken the rant aspect to another level, going so far as to feature it as his next theatrical piece — *Rant Demon*.


This latest piece promises to show Cutler at his autobiographical best — a non-stop, comedic rant about losing girlfriends, jobs and, of course, his sanity as he recounts true incidents from his life.

Directed by long-time collaborator TJ Dawe, *Rant Demon* will be presented at the Montreal Fringe Festival for two weeks, from June 9 to 12 and June 16 to 19 at Théâtre Ste. Catherine, 264 Ste. Catherine St. E. All performances are at 9 p.m. Tickets are \$10 (plus \$2 service charge) at the door, or available by calling 514-849-3378. For more information on the show, go to www.keircutler.com



Keir Cutler: *The Rant Demon* hits the stage.

Photo: Evelyne Soulard


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AVIS PUBLIC

RAPPORT FINANCIER ET RAPPORT DU VÉRIFICATEUR POUR L'EXERCICE FINANCIER 2009

AVIS PUBLIC est par la présente donné, conformément à l'article 105.1 de la *Loi sur les cités et villes* (L.R.Q. chapitre C-19), que le rapport financier et le rapport du vérificateur externe de la Ville de Westmount pour l'exercice financier 2009 seront déposés lors de la séance du conseil qui se tiendra le lundi 7 juin 2010 à 20 h, à l'hôtel de ville situé au 4333, rue Sherbrooke Ouest, Westmount.

DONNÉ à Westmount, Québec, ce 27^e jour de mai 2010.

PUBLIC NOTICE

FINANCIAL REPORT AND THE AUDITOR'S REPORT FOR THE 2009 FISCAL YEAR

PUBLIC NOTICE is hereby given, in accordance with section 105.1 of the *Cities and Towns Act* (R.S.Q. chapter C-19) that the financial report and the report of the external Auditor of the City of Westmount for the 2009 fiscal year will be filed at the sitting of Council to be held on Monday, June 7th, 2010 at 8:00 p.m., at City Hall, located at 4333 Sherbrooke St. West, Westmount.

GIVEN at Westmount, Quebec, this 27th day of May, 2010.

Mario Gerbeau
Greffier de la ville / City Clerk

Westmount businesses stress economic recovery and growth

Bram Eisenthal

The economic recession that hit the U.S. and markets overseas so hard this past year certainly did not bypass Canada. Here in Montreal, signs of economic stress have been widespread, as every family, every business, has been affected to some degree. Surveying businesses in Westmount, however, it seems that things are looking up. Concurrent with an improvement in our weather and the recent positive fortunes of our beloved hockey team, signs are pointing to an upward trend, at least for the foreseeable future.

If you're looking to feel as good as you'll look by investing your hard-earned cash in your most important asset, you, head straight for **Fanny of Westmount** (4891 Sherbrooke W., 514-482-5824). Its been a permanent fixture on the Westmount landscape for a quarter century now. Once settled into their clean, bright, state-of-the-art facility, hand yourself over to founder Fanny Ohayon, her daughter Patricia Soussana and the nine members of their well-heeled staff. While they are working on you – hair styling and colouring, waxing, nails or any of the plethora of other services they offer (more than 200 in all), including massages – rest assured you are getting treatments from the best. Fanny's personnel have worked on The Rolling Stones, Angelina Joli, Bruce Willis, Sharon Stone and a further list-full of celebs. Soussana admitted that things had started slowing down two years ago, "when our clients did not have as much disposable income," but she snapped into action to change that. "We started doing publicity on Q-92, which came up with a Before and After Contest that worked beautifully, plus we try to work with the media as often as possible," she added. "And I discovered a new line of organic, chemical-free hair products, including colouring, that has revolutionized how we work. It's called Roland and we are unique with it in Westmount." Fanny of Westmount's employees are hardly lazy, as they are open seven days per week, although Fanny herself takes Saturdays off in deference to the Jewish Sabbath.

If pampering your body is important, then your dining habits are equally so. One of the signs that people were suffering economically was the difficulty experienced by the restaurant industry this past year. For those restaurants that managed to stay open, many were emptier than usual, not a common occurrence in culinary-mad Montreal. One such establishment is **Wellhouse**, located at 4858 Sherbrooke W., corner Victoria (tel: 514-482-2167), the former site of the once-trendy Mess Hall...



Founder Fanny Ohayon (left), with daughter Patricia Soussana operate Fanny of Westmount. (Photo credits: Bram Eisenthal)

where the recession certainly took a hefty toll. "My two partners, Nils McLeod, Omar Zabuaire and I knew the previous owner

completed an industry training program in his native England, which included three months in each department and six months



"Business has been wonderful," says Wellhouse co-owner Adam Summers.

and when I saw I might be out of a job, I felt I could come up with a winning career recipe here," said Adam Summers, who

as the kitchen's "chef de parti," where he was in charge of his own section. He then met a wonderful French Canadian girl, moved

to Montreal with her, took over the establishment this past February, completed six-week-long renovations and opened under the new name on March 29, 2010. "Business has been wonderful," said Summers. "I think the simple, yet well-executed food made with local produce, fish and meats, wherever possible, plus very competitive pricing, has resulted in a successful formula." Dinner for two with wine may only set you back \$75 - \$80 and the wine doesn't necessarily place second: there are about 100 fairly-priced, quality varieties to choose from.

Finally, we come to a family business where everything old is truly new again, Westmount's beloved **Hogg Hardware** (4833 Sherbrooke W., temporarily relocated to 5128 Sherbrooke W., corner Vendome, while lengthy renovations are due to be completed shortly (Tel: 514-934-4644). There was much angst, at the very least concern, when this popular quincallerie was not at its usual spot this past winter. Founder George Hogg opened the original store 18 years ago and he and wife Gigi have not only made it a one-stop shop, but have made "green" a corporate mantra. "The key for us now is creating a greener business," Hogg said. "If we can't find these products locally, we will go anywhere to find them. We not only recycle all that we can, but we sell products our clients can recycle." Long-lasting, environmentally-friendly LED lights and non-toxic-coated frying pans are included in Hogg's large inventory. The Westmount resident also admitted that you can find more hardware at a big-box store like Home Depot, "but they don't help you as well... and as a local business, the money you spend here goes right back into the community, not to some American head office."

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Keep business smart and simple, financial consultant advises

Bram Eisenthal

Although recessions can be fuelled by exterior forces, smart entrepreneurial tactics can help minimize damage and keep local businesses on top of the flood waters. So said Annamaria Testani, V.P. National Business Development for investment firm **Wellington West Capital** (2001 McGill College, Suite 710, Tel: 514-390-4844).

Asked what advice she had for Westmount's entrepreneurs, especially those looking to open a business here in the future, she stressed that "keeping it as simple as possible" is the best place to start. "You need to do your homework and reassess everything from a performance perspective. For those already in business, try to achieve transparency, so that you can look for any areas that may have cracks, that needs to be strengthened," Testani said.

"That will give you a better idea how your business is doing and which areas are weakest."

Another important factor, she stated, is how wisely entrepreneurs utilize their available credit. "Let's say you have \$20,000 of available bank credit that you aren't using. The bank may reassess you (more quickly



Hogg Hardware is a business that has used smart marketing and business acumen to stay sharp during the recession. Seen here are George Hogg and his son Alexander, at the store's new location. (Photo credit: Bram Eisenthal)

now than previously) and cut you down to \$15,000. So you have that money, but what has changed is that you have to use it more carefully during harder economic times. In the past, many businesses, small and large alike, took the availability of credit for granted. This created a problem on a corporate level, as well as on a personal one, because the owners of these businesses took their credit for granted and were living on it.

"Credit can be an important resource, but look at it as a limited one, not a long-term certainty. Today you need to look at your business decisions with an eye toward whether they create a realistic probability of getting a return on your investment."

No business decision is so black and white anymore... there are many grey areas that must be considered. "The foundation of the business community has been shakier in recent years and it turned out that many of the reliable people we came to trust were not so reliable, after all. Many people assumed - and were led to believe - that the market would correct itself in a period of months, not years."

Continued on page 10

NOTRE MISSION: LE DÉVELOPPEMENT ÉCONOMIQUE LOCAL

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In search of a smile



Toulou
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TOULAS 'TAKE'

And it happened again. There I was, at the cash of a Westmount supermarket (won't bother saying where, since this has happened to me all over Montreal), waiting to pay for my purchase, and the cashier just rings up my items, reaches over to take the money from my outstretched hand and gives me back my change. All this without even looking at me or simply acknowledging me with a nod. One more encounter of the rude kind. Ah, this city, I tell you!

We like to gloat about how friendly we Canadians are, but maybe all those winters spent huddled under layers and layers of parkas, hunched over looking down, making sure we don't kill ourselves on some random slab of ice, has made us unable to make eye contact and just simply smile.

I've traveled all over the world and never have I seen people more reticent to engage in this, the most basic of human contact, than right here at home. A smile that says "Hello! How are you? I acknowledge your presence in this world. I see you", like James Cameron convinced us they say on Pandora. Maybe we're just shy, I don't know. I just know that it aggravates me to

no end.

A while back, Forbes had listed Canada as being the second friendliest place in the world, but I'm not convinced. To me, nothing compares to the U.S. South for good home honest hospitality and genuine human contact. If you can disregard the occasional Bible-thumping and the conservative agenda that reigns supreme there, the South can teach you about manners.

"Hi, y'all! How you doing today, sugar? Have yourself a blessed evening." These are

all greetings that can be heard on the street, in stores, on sidewalks everywhere in the South. It makes me want to cry for what we don't have here.

All across Asia I was greeted with

unabashed joy and bright Chiclet smiles. People just look at you in the eyes and smile. They wouldn't think to do anything else.

New York, which has an undeserved reputation for being a hustling city; the kind of place that will knock you down if you're not paying attention, is actually a very friendly town.

I don't get it. We talk about being friendly, and we are if you get to know us, but in our daily interactions we simply are not. We look down, we don't acknowledge, we begrudge people the occasional 'hello'. Our

interactions lack generosity of spirit, because, really... what does a smile cost? Nothing at all. It only has value once it's given away.

"How you doing, baby?" was once uttered to me by a 70-year-old beautiful black woman slowly inching her way along on Decatur Street in New Orleans. Her soft southern sing-song twang made my day.

It doesn't take much to connect with another human being. A nod, an acknowledgement, a smile. Why we would choose to be so stingy with something we have an unlimited supply of is beyond me!

Perhaps people were having an "off" day. Perhaps I notice these things more, because I spent a large part of my life in a small town and have always been used to the easy banter and friendly small talk that's parcel and package of such surroundings, but I can't simply be the only person who's noticed this sad omission in our city.

The only person who *did* smile and wish me a great day that sunny Friday? Good old Tony, Victoria Avenue's always-present panhandler. It's telling that the person, who, most likely, had the least to smile about, was the one most generous with the gesture.

"How you doing, baby?" was once uttered to me by a 70-year-old beautiful black woman slowly inching her way along on Decatur Street in New Orleans. Her soft southern sing-song twang made my day.



Financial consultant

Continued from page 8

Testani also feels that the economy is not as bad as some have made it out to be. "It is better because we realize that there is

a lot of faulty information out there and we now look at each and every decision more carefully."

Is the current climate worthy of the

doom and gloom label that has been attached to it? "No, it's not the end of the world," Testani said. "But I do expect that we will go through a further period of adjustment, concurrent with the changes we are seeing in Europe and the ones that could affect Asia."

Testani also agreed that small businesses are usually the hardest hit. Many entrepreneurs will recall that Brian Mulroney promised small businesses – the "backbone of our economy," he stated while running for election for the Progressive Conservatives in the 1980s – that his government would champion small business... and then proceeded to feed this same segment of the economy to the wolves.

"Because it is harder for the small business person to have access to cash, there are some measures you can take to ensure that you survive the current crunch," Testani stated. These steps include:

1. Cash outlay must be minimized and fixed costs must be replaced by variable

ones wherever possible. "Build your business by being prepared for war, but hopefully limiting the battle to the odd skirmish. For instance, you may be able to introduce a variable salary to your payroll, maybe a mix of salary and bonuses, a variable model. If things go well, everyone benefits, if they do not, your losses are not as severe. That also makes the financial benefits of working in that business more motivational."

2. If you move a lot of stock daily, such as in the food and clothing industries, order and replenish when you absolutely need to, not before. "Let your inventory go down so low that you NEED to reorder. This 'just in time' inventory gives you a lot of financial breathing room throughout the year."

Westmount's entrepreneurs have done very well for themselves thus far and most are likely follow these measures to ensure they are around for many years to come.

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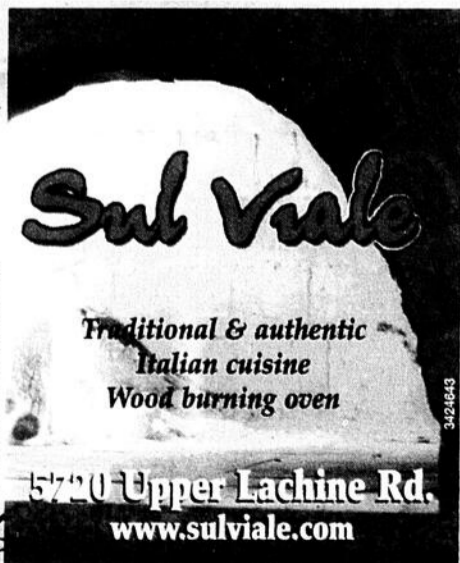
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The sting of urban living



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Shhh! I'm hunting hornets! They haven't exactly made their presence known yet, but I know they're waiting for the right moment. And I'm sitting on my proverbial front porch rocker with my proverbial shotgun.



We have a nest tucked up somewhere inside our building's roof. It can't be seen or physically removed. We only see the miniscule gaps between eaves and brick where the little buggers go back and forth. They show up around mid-summer. Right at the peak of outdoor living - ideally during a guest-heavy barbecue. With lots of food and a veritable buffet of exposed, stingable flesh.

I'm not an advocate of hunting for sport. I don't see the benefit of it in any way, shape or form. But I'll admit; I sure as hell don't mind hunting hornets.

Last year, I bought a hornet trap. One of those plastic things that looks like a bee-

hive. Why a beehive? Everyone knows hornets don't live in hives. Common sense would dictate if this does not look like your house - then do not go *inside*, Hansel and Gretel! But common sense is what separates us from insects. That, and eyebrows.

Anyway, as far as the hornets are concerned, this plastic beehive is something special because it's filled with a delectable homemade concoction of orange juice, sugar and dog food. (I assume dog food is a hard-to-come-by commodity in the hornet world. Like trying to get fresh blueberries in the winter.) What happens is, the hornets crawl into the plastic trap for their little 5 à 7 and end up drowning. Which, is really just as well. Because a hornet who's drunk and bloated on dog food juice is no good to the Queen.

Assuming he ever made it back to the nest in that condition, she'd kick him out anyway. Or eat him. Or at the very least make him sleep 20 pupal chambers away. And a fat hornet living in a paper house? Recipe for disaster. You don't want to be that guy's downstairs neighbour. No, it would definitely upset the delicate balance of nature. So see? It's better for the planet if they just die.

Sidenote: You know what? To tell you the truth, I don't even know if these bugs are wasps or hornets. I don't know the difference. I just know they aren't bees or squirrels. And I refuse to call them "yellowjackets" simply on the grounds that is far too cute a name. It makes me think of them, jet-black naked, standing in front of a wardrobe crammed full of identical striped yellow jackets, deciding which one to wear today... And as you can well imagine, this type of anthropomorphism makes them harder to kill. And I am a hunter, as I have already established.

I refuse to call them "yellowjackets" simply on the grounds that is far too cute a name. It makes me think of them, jet-black naked, standing in front of a wardrobe crammed full of identical striped yellow jackets, deciding which one to wear today...

Truth be told, that stupid plastic trap didn't even kill more than a couple of hornets. And an unfortunate housefly who wanted to join the party. So, this year I'm bringing out the big guns. Caulking guns. I'll sit on my proverbial front porch rocker with *those* across my lap. I'm going to seal up every last possible nook and cranny that a hornet can squeeze into. And afterwards, I might just make myself a celebratory dog food and orange juice cocktail.

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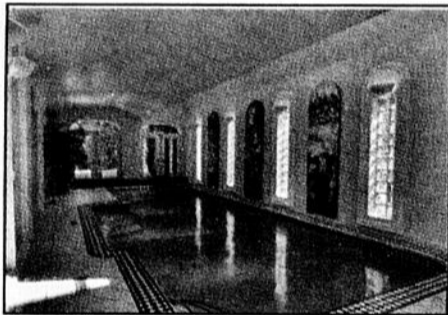
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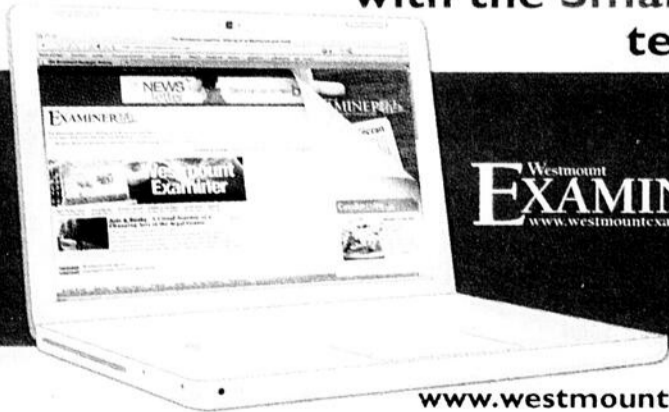


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GAL Mary Kay Yanik, Esq. P.O. Box 357, Geneseo, New York 14454
A petition having been duly filed by Paul M. Simzer, who is domiciled at 7169 East Swamp road, Conesus, New York, 14435

YOU ARE HEREBY CITED TO SHOW CAUSE before the Surrogate's Court, Livingston County, at Geneseo, New York, on July 12, at 11:00 in the forenoon of that day, why a decree should not be made in the estate of MICHAEL S. CONNORS lately domiciled at 8053 relating to real and personal property, and directing that Letters Testamentary issue to Paul M. Simzer

Dated, Attested and Sealed
May 17, 2010

HON. ROBERT B. WIGGINS
Surrogate

Lesli A. Moore

Chief Clerk
Toni A. Moore
585-243-1414

Jon H. Porter

Attorney for Petitioner

131 Main Street Geneseo, New York 14454

Address of Attorney

(Note: This citation is served upon you are required by law. You are not required to appear. If you fail to appear it will be assumed you do not object to the relief requested. You have a right to have an attorney appear for you.)

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That was then...



All eyes were glued to the TV screen at the Claremont Café in Westmount this past week, as the Habs battled it out with the Philadelphia Flyers during the Stanley Cup playoffs. The Habs were unfortunately eliminated after giving Montreal fans lots to cheer about.

... this is now!



Now that hockey is over and done with for the season, Westmount's Café Crème is ready to catch some serious soccer fever. The flags of the teams qualified to compete in the 2010 World Soccer Cup are already on display outside the Victoria Avenue cafe. For complete details, go to www.fifa.com/worldcup. Olé, olé, olé!!

(Photo credits: Jacques Pharand)

Westmount women's choir celebrates hope in song

Harmonia Westmount women's choir will hold their spring concert Saturday, June 5 at 7:30 p.m., at Mountainside United Church, 4000 The Boulevard. Called Seeds of Hope, a percentage of the \$15 entrance fee will go to a non-profit organization, Seeds of Hope Ministries, who is working locally in Haiti.

Under the direction of Frédérica Petit-Homme, the choir will perform songs from Giacomo Puccini's Te Deum, from Gabriel Fauré's Cantique de Jean Racine, a series of Haitian folk songs, as well as the songs Amazing Grace, Set Me As a Seal, Billy Joel's And So It Goes, and more. Free entrance for those 12 and under.

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Nina Dyson of Boutique Emma, François Carrier of Boutique Guerlain with guest speaker, stylist Louise Labrecque at the " Champagne & Petits Fours " VIP cocktail, celebrating 5 years of European Elegance at 1350 Avenue Greene on May 19th.

Number 1 in Montreal!



Congratulations to Martin Deslauriers, sales consultant (centre) for The Chronicle, who was recently awarded as the number-one sales consultant for the Montreal region of Transcontinental weeklies. Westmount Examiner sales consultant Lindsay Robb placed 2nd. Pictured here congratulating Martin are Natalie Lariviere, Transcontinental Media President (left) and Mr. Serge Lemieux, Vice President, Quebec/Ontario Newspaper Group.

Love (Leave Out Violence)



May 10th 2010, TELUS Montreal Community Board made a \$10 000 donation to LOVE Quebec, helping reduce the violence in the lives of youth aged from 13 -18. From left to right, first row: Valérie Dubreuil, TELUS Community Affairs Manager, Bernard Lamarre, Chairman of TELUS Montreal Community Board and André Bolduc, President Board Member of LOVE Quebec – with LOVE Quebec youth and employees. www.leaveoutviolence.org



Time to celebrate!

Nina & Laurence pictured here displaying the building replica cake made to commemorate the 5 year anniversary of Emma & Guerlain.

14 Thursday, May 27th 2010 www.westmountexaminer.com

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Boeckh tackles the tough questions

The Great Reflation examines a rapidly evolving financial landscape

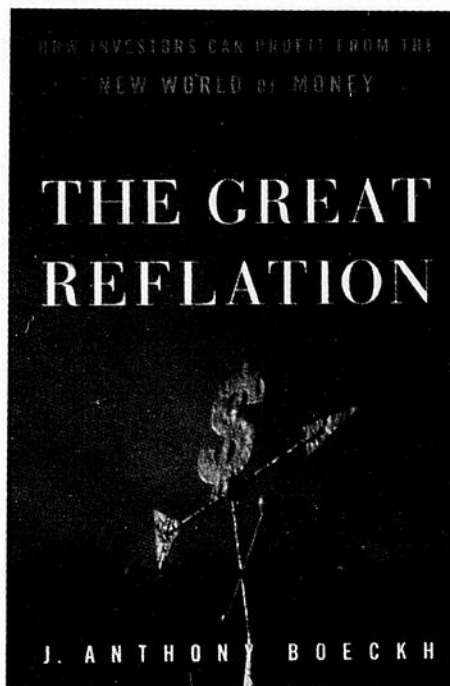
Wayne Larsen

Given all the economic turmoil of the past three years, many investors are concerned, confused, or just plain scared. The financial markets abound with hearsay, leaving so many different outlooks on the future that very few people are sure of where to put their money.

Contrary to what many governments and individuals might believe, the best way out of this financial quagmire is much more than a matter of "reflating" the financial bubble.

This is a prominent theme in a new book by Westmounter Tony Boeckh, which attempts to cut through the haze of misinformation and opinion to present a clear assessment of the current situation.

In 'The Great Reflation: How Investors Can Profit from the New World of Money,' Dr. Boeckh takes the bull (and bear) by the horns and offers readers a concise overview



of the main elements of financial markets — from stocks and bonds to the all-important U.S. dollar, gold, commodities and real estate.

Although the Metcalfe Avenue resident is a well-known as president of the local firm Boeckh Investments, he examines the current economic situation from the global perspective, not just through the eyes of a Canadian investor. The result is a valuable and accurate account of an economy that is driven not only by the United States, but to a greater and greater extent by overseas markets. This may come as no great surprise to most, but it may shake awake those casual investors who choose to maintain a more narrow focus. These are the ones who will no doubt benefit the most from 'The Great Reflation,' for Dr. Boeckh's explanations, assessments and predictions are presented in an accessible style that is free of condescension and excessive jargon.

A cursory examination of Amazon listings or the shelves of major bookstores

shows that there is no shortage of self-help books on investing or navigating one's way through the pitfall-laden swamps and jungles of the current economy, but Dr. Boeckh's latest offering stands high above the crowd for its clear, no-nonsense approach to what can best be described as a dangerous place for the under-informed.

If you're serious about investing and strive to keep your money safe during these uncertain times, 'The Great Reflation' is a mandatory read. Not all investors and economists are likely to agree with absolutely everything Dr. Boeckh puts out there, but few would deny that it stands as a valuable and welcome addition to the scholarship on this controversial topic.

• The Great Reflation by J. Anthony Boeckh is published by John Wiley & Sons, and is available at all bookstores. A launch will be held at Nicholas Hoare, 1366 Greene Ave. on Thursday, May 27 from 6 to 8 p.m. Info: 514-933-4201.



Wall-to-wall talent

There were a lot of hugs and handshakes at Dawson College last Friday evening as hundreds of friends and proud parents crowded into the first-floor exhibition spaces for the Fine Arts Department's end-of-term vernissage — an annual event that showcases the excellent student work produced over the past year. Shown here is Natalie Piggott-Nardozza with her portrait of Medusa. (Photo credit: Wayne Larsen)

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