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Roy Wasley “A Visionary of the
Audiovisual Corporate Universe”

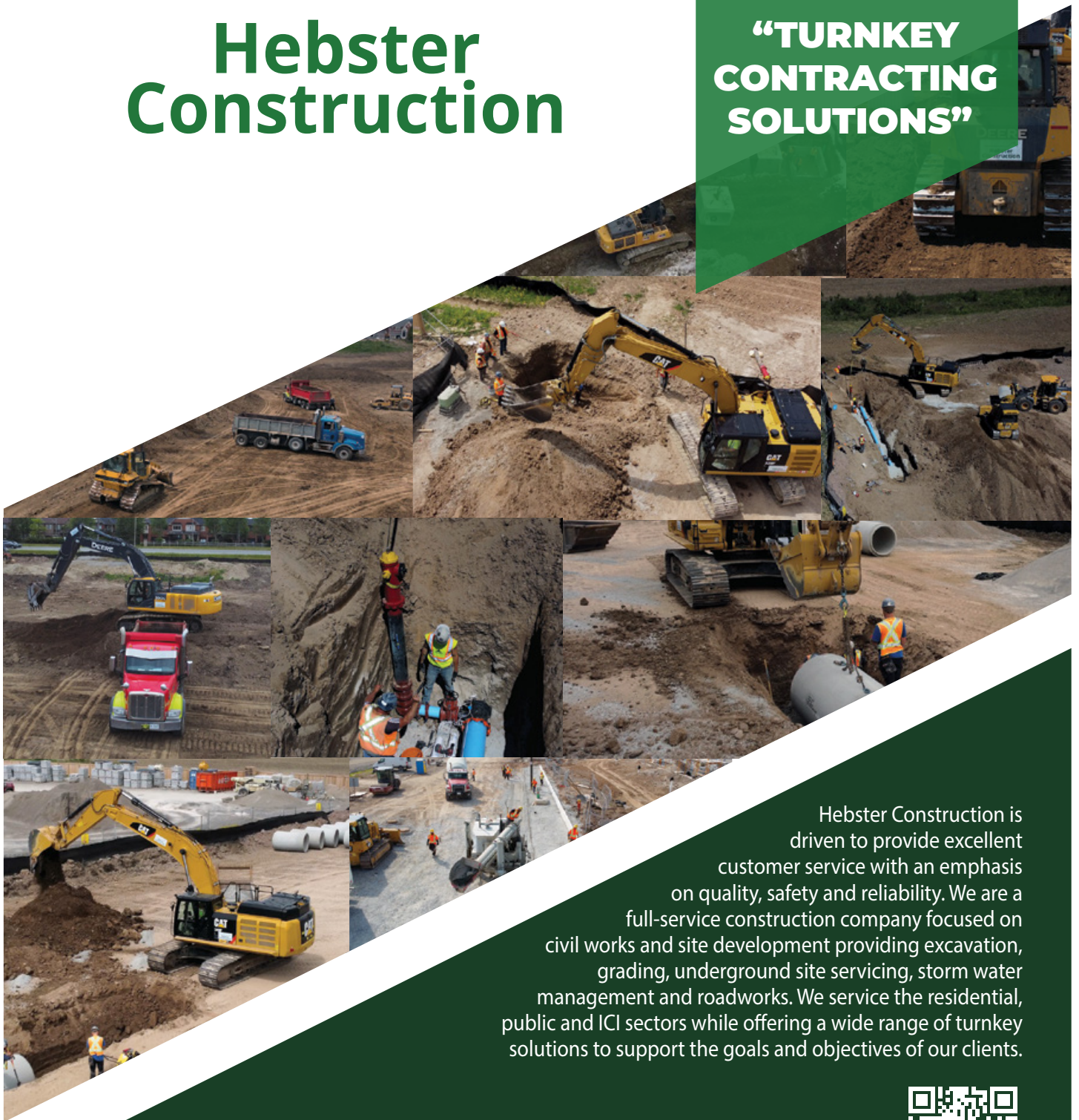
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Letter from the Editor



Winter this year has been a challenge... May this Spring bring May floral colours as we look forward to planting our flower beds and vegetable gardens to enjoy.

In this issue I chose Roy Wasley to be on the cover page because of his vision of creating the biggest audiovisual company in Canada. As

you can read in his story Roy is a Torontonion who never gave up on what he wanted to do in life. His stamina made him the man he is today.

On March 8th, I invite all women to celebrate their day attending any event of their choice. It is important to celebrate this day in order to praise women for their achievements in business, politics and most important culture. The flower which symbolizes this day around the world is the Mimosa flower with its radiant yellow colour.


One of our articles in this magazine impacted me about children seeing a chiropractor from infancy. I want to share it with all my readers to learn the importance of visiting a chiropractor.

The month of March is "Nutrition Month". It is more than food. It is awareness to truly take care of your health. Enjoy your food but always remember to get fresh air with physical exercise daily.

As we approach April be part of Easter and Passover celebrations which will unite us in our spirituality with family and friends.

May we take time to reflect on the meaning of humanity.

Blessings and Peace to All!



Josie Alonzi



The Voice 2020

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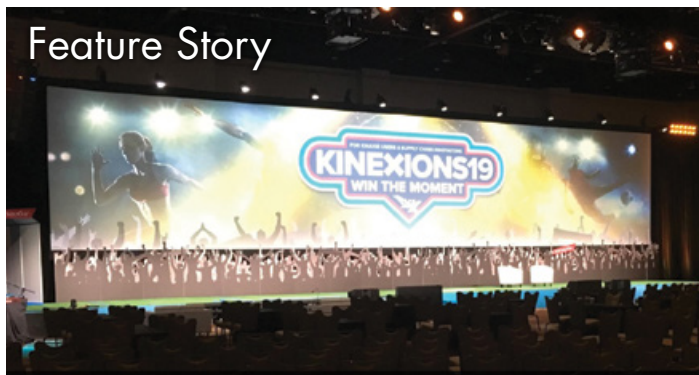
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A Message from the Mayor

February was filled with many wonderful celebrations! Last month we welcomed back our award-winning Vaughan Celebrates Winterfest and our annual Black History Month Event at City Hall. I was also honoured to present my first Key to the City of Vaughan to Dina Pugliese for her inspirational work in the Canadian television industry.

Last month during a Special Council meeting, the City of Vaughan approved its 2023 Budget and 2024-2026 Fiscal Plan. We are focused on keeping property taxes low and respecting taxpayers' hard-earned money, all while investing in the critical services citizens rely on daily. Your opinions are appreciated and, as always, made the budget a stronger, more effective document that will benefit everyone.

I understand that the concern about the rise in auto-theft in Vaughan and across York Region is still top of mind. I have written a letter to the Ontario Finance Minister Bethlenfalvy to advocate for you on this important issue.

As we head into spring, we have much to look forward to. Next week on March 8, we are pleased to be hosting our International Women's Day event in person at City Hall. All are welcomed and we look forward to celebrating with you!

Steven Del Duca
Mayor

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March is Nutrition Month It's More Than Food

by *Vanessa Sarraino R.H.N.*

If you made a New Year's resolution to eat better and it did not go quite the way you planned, well let's make a March resolution to truly care for your health!

"Food is our fuel", we are all fine tuned systems that require nutrient dense foods that will energize our body, mind and soul. Every morsel of food or beverage we ingest will dictate the wellness of our organs, our mood, our alertness, memory and much more.

There is an array of information on what to eat, when to eat, how to eat, eat this, not that, weigh your food etc., that can be completely overwhelming and frustrating. Marketing companies make billions of dollars a year trying to make unhealthy food-look healthy! Here is a - must remember- rule of thumb for optimal health - eat your food as close as possible to the way Mother Nature grows it. If you have to tear it open, tear it open, use a can opener, read instructions from a box to get to your meal, chances are it has been tainted by man/woman with one or more of the 62, 000 food chemicals and preservatives our government has allowed to be placed in our food.

Eating food close to its natural state is almost a guarantee that you are receiving healthy nutrients that your body needs to sustain itself.

Healthy nutrition is essential for preventing disease. A healthy diet, married with regular physical activity and 2-3 liters of water a day, helps promote wellness. Nutrient rich foods will ensure you are getting quality proteins, carbohydrates, fats, vitamins and minerals that assist in proper digestion, which, in turn, creates a positive mood

and brain alertness by reducing bloating, cramping and brain fog that is almost always present after ingesting processed and refined foods. Also our gut-microbiomes and immune system become so compromised when eating food laden with sugar, fat and salt.

Nourishing foods such as dark green vegetables, fruits, non glutinous grains, lean meats and fish, experimenting with herbs and spices for flavoring, do wonders in improving your mood. "Food is mood" and there is such a strong brain and gut connection that has a major impact on brain function, affecting your wellness.

Small steps in changing one's diet is crucial. I always suggested adding new healthy food and rather than taking unhealthy food away. When you begin to add nourishing food to each meal, you will notice that your body actually begins to crave wholesome foods because your cells begin to absorb good quality nutrients and thirst for more while diminishing cravings, lethargy, and brain fog.

Please be kind to yourself during this journey that will change your well being. There may be moments when we indulge, and that is truly OK, just begin your next meal with nourishing food to supply you with optimal energy and mood.

For more healthy holistic recipes and information please visit www.vanessasarraino.com and look for Celiac Sweeties - Holistic Information and Recipes for Individuals with Celiac Disease and other Autoimmune Deficiencies.



Vanessa Sarraino R.H.N.
REGISTERED HOLISTIC NUTRITIONIST

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Happy
Easter

To everyone celebrating, wishing you many blessings during this time of hope, joy, & renewal.


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Social media has changed our world and, in my opinion, not for the better.

By Nella Macchia

I ask myself what benefit does social media (Instagram, Facebook etc.) bring to my life? Initially it was a way to keep in touch with friends, colleagues, and family. For me, I opened my first Instagram account when my daughter married and as a means of sharing a beautiful and happy occasion. I could see no harm.

Overtime and after using and sharing for almost a decade, I became concerned about the following:

1. privacy and accountability,
2. the time drain
3. how social media distorts reality from illusion,
4. the impact social media can have on your employment/education prospects
5. how social media posts can be used as evidence in court proceedings for divorce/custody/parenting time.

Privacy and Accountability: Privacy is an elusive concept in the context of social media. My accounts are private but are capable of being hacked by foreign actors who can hijack your account and contact your friends with fake requests. Recently, I had my second account on Instagram hacked by someone trying to promote Cryptocurrency to my friends and family. After reporting the hack to Instagram by myself and others and after attempting to regain control of my account, I have decided that I choose to disengage from Instagram altogether. My account is blocked, and I can't seem to gain control over it. Emails were sent to Meta (Facebook) to no avail. No one responds. Where is the accountability? Companies like Home Depot have been caught using their clients email addresses and selling their information to Facebook/

Meta to target ads to them based specifically on what they purchased without their consent. Where is the privacy and where is the accountability? Customers were told that their email was required to send them their receipt electronically. Instead, they mislead them and profited from their customers personal data and have now agreed to not do it again. This is not accountability.

Time Drain: With no Instagram to deal with, I began to realize how much time I was spending on Instagram and my cell phone. It is addictive in such a way that liking this and that and watching videos, especially lately the cooking videos with the Italian nonnas making gnocchi, fresh pasta, and dishes which I might one day try to emulate. My cellphone weekly report informs me that I spent three to four hours a day on my phone. Without Instagram to keep me amused, I have been freed up to do something more productive or creative or just take a walk and enjoy the fresh air or engage in live conversation with a friend in person at a restaurant or coffee shop.

Reality from Illusion: Social Media platforms prey on our desire to see and be seen or our desire to flaunt our wealth, lifestyle, and property. In doing so, we post pictures of our vacations, retreats, dinners, clothes and really anything that we want others to see what we are experiencing. Some of this is real and some of it is an illusion. Some will use filters to enhance and project an image of who they are to impress and outdo others. Bling jewellery, designer this or that to show the world that they have made it, they are happy or that they are living large. On the receiving end of the social media feed, someone or a young person maybe struggling with their image, self-worth, confidence, career path and these platforms if utilized in an excessive or unbalance way can distort what is important in life. These images can cause or deepen depression, anxiety and fear indicating that their life is not worthy of posting and sharing.

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Employment and Education Consequences: The electronic media leaves a permanent footprint that can have serious and long-lasting consequences for young people looking to get into College/University or obtain full-time employment. Photos shared of binge drinking, drugs, risky behaviours, illegal activities, or other activities may seem harmless at the time, but in retrospect can have lasting repercussions in society.

Social Media Posts as Evidence in Court: As a family lawyer and litigator, I can assure you that social media posts are and can be used in civil or family proceedings to demonstrate to the Court the conduct of a party. Posts of a person smoking cigarettes with a bong in the background can be and has been used in evidence in a family court proceeding to show that the person is not fit to care for a child or to have custody/access/parenting time against the person who posted it. While it is easy to post and share, it is much more difficult to explain how this image can negatively impact the outcome of a court proceeding and someone's entire future.

Conclusion: Social Media can be an escape from the drudgery of day-to-day life. It can also become a weapon which can be used against you in many different forums because it can be hacked and sold with little or no accountability. Use Social Media at your own peril and be aware that it can affect your future and define the person you are in Society.



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Roy Wasley “A Visionary of the Audiovisual Corporate Universe”

By Angelo Filoso

Growing up in Toronto, Roy knew he had big aspirations for his future.

The youngest of four children, he was very independent and learned to be a problem solver on his own. As a young man, he always had a part time job to pay for his education and take care of things on his own.

After high school, Roy went to college to complete a degree in audio visual which at the time was a very new and upcoming field. Upon completion of his courses, he started off as a technician in the back shop in a large downtown Toronto production company. While working there, he then learned and realized at the same time how to assemble teams of people to improve his relationship skills and not only his technical skills.

Roy then went off in his own direction having one successful client. The audiovisual field was

just then becoming exciting and was expanding with new technology for all sized corporate meetings and presentations. Roy took this as a sign to hire more employees and purchase more equipment and to watch the business flourish in all directions.

After almost 40 years being in the profession, Roy is the Chairman of the Board of three corporate conglomerates in Canada. His keen instinct to assemble teams to achieve success makes his companies the largest in Canada. He is truly the driving force, leader and visionary of the Stagevision Group of Companies.

They currently consist of three operating divisions:



Venue Partnership Division
Staging & Production Division
Simultaneous Interpretation
Division. These three firms are
all represented and positioned
as the largest Canadian owned
across Canada.

Stagevision is proud to be
Canada's largest privately
owned audiovisual staging and
production company. Roy's
unique skill set of relationship
building, creativity, calculated
risk-taking and big-picture
thinking have created the
foundation for Stagevision to
deliver consistently outstanding services to its clients.

Roy believes in his employees and their capabilities which
is why many of his employees have remained with
Stagevision for years and some for even decades. As the
industry evolves and the needs of clients and their
companies change, Stagevision prides itself on being at
the forefront of cutting-edge technology, creating new
possibilities and opportunities for audiovisual, staging,
production design and delivery.

The perfect blend of Roy's vision, Stagevision's strong
client relationships, innovation of its services and products,
and the ability to deliver unparalleled service have
contributed to ultimate satisfaction for Stagevision and
its clients.

Stagevision Group of Companies is the largest
Canadian-owned audiovisual company operating in
Canada from coast to coast including Vancouver, Toronto,
Ottawa, Montreal and Halifax. Since the humble be-
ginnings of 1984, Stagevision has experienced dramatic
changes from the one-client start up to a major audiovisual



services organization. The company assists some of the
world's leading organizations to achieve their business
objectives through the provision of event technology,
solutions and most important, service all in an effort to
meet and exceed expectations both for their partners and
customers.

The Group of Companies includes: Staging & Production
Division Simultaneous Interpretation Division, which
provides seamless integration of translation services into
both live and virtual events Venue Partnerships Division,
which is the exclusive on-site event provider at hotels and
venues across Canada.



The satellite offices are equipped with the latest professional-grade event technology equipment and knowledgeable technical services managers who can assist with all event needs, both for live and virtual events.

The corporate map includes:

- Roy Wasley - Founder & Chairman
 - Scott Tomlinson - Chief Executive officer
 - Izabela Tomasic - Chief Financial Officer
 - Bryce Engelman - President Staging Division
 - Hardy Sohl - President & COO - Venue Division
 - Vince Ness - Vice President and GM of our Simultaneous Interpretation Division (formerly known as LMB)
 - Rob Doherty - Vice President National Operations
- Stagevision Group of Companies.

Roy Wasley maintains his positivity and excitement about future technologies in this field and continues to build and grow his corporation.

Roy looks to spending more time with his family of two daughters and two grandchildren. He wants his two daughters who are both teachers, to find their own way rather than take over his business. He enjoys his cottage on Georgian Bay where he enjoys gardening and boating. Roy is also looking to improve his game of golf!

His philosophy in life is to learn from your mistakes, buy Canadian and continue to help your family.



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How to decide who to marry (according to these wise young children)

By Lawrence Greenspon

You got to find somebody who likes the same stuff. Like, if you like sports, she should like it that you like sports, and she should keep the chips and dip coming. - Alan, age 10

No person really decides before they grow up who they're going to marry. God decides it all way before, and you get to find out later who you're stuck with. - Kristen, age 10

What is the right age to get married?

Twenty-three is the best age because you know the person FOREVER by then. - Camille, age 10

How can a stranger tell if two people are married?

You might have to guess, based on whether they seem to be yelling at the same kids. - Derrick, age 8

What do you think your mum and dad have in common?

Both don't want any more kids. - Lori, age 8

What do most people do on a date?

Dates are for having fun, and people should use them to get to know each other. Even boys have something to say if you listen long enough. - Lynnette, age 8 (isn't she a treasure)

On the first date, they just tell each other lies and that usually gets them interested enough to go for a second date.

- Martin, age 10

When is it okay to kiss someone?

When they're rich. - Pam, age 7

The law says you have to be eighteen, so I wouldn't want to mess with that. - Curt, age 7

The rule goes like this: If you kiss someone, then you should marry them and have kids with them. It's the right thing to do. - Howard, age 8

Is it better to be single or married?

It's better for girls to be single but not for boys. Boys need someone to clean up after them. - Anita, age 9 (bless you child)

How would the world be different if people didn't get married?

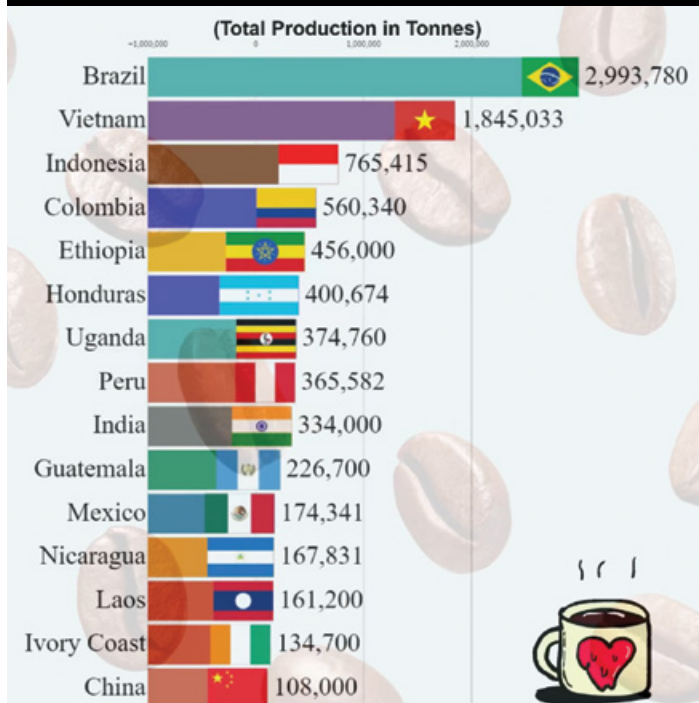
There sure would be a lot of kids to explain, wouldn't there? - Kelvin, age 8

And the #1 Favorite is...

How would you make a marriage work?

Tell your wife that she looks pretty, even if she looks like a dump truck. - Ricky, age 10

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Why would you bring your baby (or child) to a chiropractor?

By Dr. Becky

During the first several years of a child's life, the brain develops about one million neural connections PER SECOND. Most neural connections we make are made by age of 6. Our brains then go through a process called "pruning". This is a process where our body decides if we need all of those connections. Connections that are strong and repeated the most are kept, ones that aren't, are "pruned". Pretty cool, right? It is!

We live our lives through our nervous system. What we see, hear, taste, see, smell, even how we move... all of that input is going into brain which then decides how we perceive our environment. Our nervous system is the master system of the body, controlling all the growth and development that happens in our body, and the rate at which that happens in those first years of life is unmatched.

How do you know everything is going great? We have many benchmarks for this. Height and weight checks, head measurements, contentedness, sleep, milestones for motor and language, and reflexes, are just a few that we rely on. But this list isn't exhaustive.

Chiropractic care is often sought in the beginning of life when some of those benchmarks aren't being hit. Challenging births, feeding difficulties (breast or bottle),

tethered oral tissues (tongue ties), poor weight gain, gassiness, colic, reflux, turning preferences of head and neck, flattened heads, asymmetric crawling, hatred aversion to tummy time or carseats are just a few reasons why many parents of young babies seek chiropractic care. Our goal as a chiropractor is to address underlying stress/tension in the body that is contributing to these dysfunctions. It's that simple. Some of those dysfunctions are purely biomechanical and chiropractors can have a direct impact on the outcome. In others, chiropractors aren't directly treating those conditions, but we may have a positive impact on them, often co-treating with other health care practitioners.

This brings us back to the first paragraph. Our babies are constantly learning, about our environment, how to exist and move through this world. We want those connections that are strengthened through repetition to be equal, symmetric, and with ease. The hope is that if they are, we are leaving this next generation in much better shape than we are.



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The Zero 20 Kids Store In Vaughan “One of A Kind”

By Josie Alonzi

The zero 20 kids store is located in the heart of Vaughan where many love to shop for their children from infancy to young adults. The Owners Anna and Santina are very proud to serve the public celebrating forty years in business. Their first store was located in Vaughanwood Mall being limited in space for expansion they decided to move to their current location at Pine Valley and highway 7. Their expansion grew from one store front o five store fronts incorporating a seamstress sewing area, stock rooms and corporate offices.

While in their younger years starting a family it was difficult to shop for fashionable boy clothes and because both having young children not being able to find clothes for them Anna and Santina opened their first store in 1983. Presently the store has the largest selection of boys dressy casual and formal clothing in Vaughan. They also carry a selection of girls clothing which is unique and suitable for all occasions.

The store name “Zero 20 Kids” reflects the age of the customers they serve. Zero represents new born babies and 20 is the largest size for preteens before fitting into men’s and women;s clothing.

The store has big sales at the end of the season and

maintains a clearance section throughout the year. You will always find a good deal when shopping at their store.

The busiest season is spring, They are known all over Ontario for their large and beautiful collections of special occasions, for boys and girls such as baptism, communion, confirmation, bar/bat mitzvah, Grade 8 graduation, Flower girl/ring boy, birthdays, and every other party imaginable

Their business is a one stop shop for every occasion, head to- toe outfit, accessories, shoes and the latest fashions from all over the world.

When you enter their shop you will find the perfect gift for every child. Their worldly shopping experience bring you the latest styles at the best prices

The Loyalty program is simple and easy to use by earning 5% back (equal to G.S.T. for kids) with every purchase which can be used on your next visit.

Anna and Santina are giving back to the Community organizing fashion shows in order to fund raise for charity. As a result they are donating to Mackenzie hospital a total of \$40,000 to buy an baby incubator.

In the last forty years Anna and Santina are great full to have a Friendly knowledgeable staff are blessed to have a family of sales associates who want to help dress your children as they would their own.

Their expert sewing team can fit and customize clothing to fit properly on any one of their customers.

Anna and Santina are very grateful to all of their loyal customers through the years and they have made the last 40 years in business a memorable era of serving the public.

**Zero20kids - 7700 Pine Valley Drive, Vaughan
Telephone 905.851.6041 | zero20kids.com**

Fill ‘Er Up: Business Investments Fueling our Economic Growth and Standards of Living

by *The Honourable Tony Loffreda, CPA*
Independent Canadian Senator (Quebec)

About a year ago, I wrote in my monthly column that productivity growth is closely related to growth in our standard of living and that Canada’s underwhelming productivity performance will make it difficult for future generations to enjoy the income growth that current generations have enjoyed.

Less than four months ago, Dr. Andrew Sharpe from the Centre for the Study of Living Standards, echoed my statement and testified before our Committee on Banking, Trade and the Economy that “productivity growth is the only sustainable source of increases in the standard of living of Canadians.”

And now, just two weeks ago, our committee published a report entitled “The State of the Canadian Economy and Inflation” in which we relate expert-witness testimony including from David Dodge, the former Governor of the Bank of Canada, who also believes that Canada’s productivity growth is weak. He argues that digitization, robotization and increased use of artificial intelligence can help raise productivity in Canada, both in the goods sector and for our service providers. However, to do so, Canada needs to find ways of encouraging greater business investments from at home and abroad.

There is widespread agreement, as we suggest in our report, that business investment is an important driver of productivity and, perhaps more importantly, living standards. Jean-François Perrault, Scotiabank’s Senior Vice-President and Chief Economist, explained to our committee that the government should focus on policies that increase competition and improve Canada’s productivity to help Canadian companies compete and take advantage of international markets.

As a report from the firm Deloitte recently suggested, “although the notion of business or economic competitiveness often sounds like it is about greater business revenues or profits, it is actually the primary source of a rising standard of living for Canadians.”

While it may not be the panacea for increasing everyone’s standard of living, I’ve often argued that business investment can have positive economic and societal spinoffs. As Dr. Sharpe pointed out, while Canada does appear to have a positive business climate, governments cannot force businesses to invest; rather,

businesses have to see the opportunities to want to invest. Right now, the reality seems to indicate that entrepreneurs and investors are not keeping pace with other jurisdictions in terms of injecting much needed capital in their businesses, and by the same token, in their employees.

The reality is, according to Dr. Sharpe, that “aggregate labour productivity growth in Canada since 2000 has been around 1% year”, which is a far cry from the 3% average in the three decades after the Second World War. Clearly, living standards are advancing at a much slower rate than in the past. This needs to change and begs the question:

What additional opportunities or incentives are needed to attract and encourage greater business investments to help increase our standards of living?

The answer is not simple and certainly not one-sided. Some would call for a reduction in capital taxes to make the investment environment more attractive. This would help innovation and automation which are two critical components of economic growth and productivity.

Others, like Kevin Page, Canada’s very first Parliamentary Budget Officer, would encourage the government to look at regulation and its role as a fundamental policy instrument to structure the markets. Addressing Canada’s oft-criticized regulatory environment is seen by many as undermining economic efficiency and productivity. Deloitte advances that “a regulatory regime that protects the public interest with the least economic disruption, and facilitates the unlocking of technical progress, would give Canada a competitive advantage in world markets, and support sustainable, inclusive economic growth.”

When he appeared before our committee, Dr. Jack Mintz, professor of economics at the University of Calgary, explained that federal and provincial regulatory policies with respect to permitting have a negative effect on Canada’s productivity, and he stressed that this will be of particular importance during Canada’s energy transition.

As we advanced in our report, contemporary and future budgets must address the prolonged problems of investment in Canada and our competitiveness abroad without exacerbating market forces that will continue to drive inflation up. Thankfully, our committee is embarking on a new study to shed some light on the business investment climate in Canada. Inspired by the testimony we received in recent months, Senators agreed that this is such a critical issue, particularly in a post-pandemic world where international competition is more aggressive than ever and where rising interest rates and inflation is affecting economic growth and making life increasingly unaffordable for many Canadians.

David vs. Goliath: A Battle for Journalism Fairness Online

by *The Honourable Tony Loffreda, CPA*
Independent Canadian Senator (Quebec)

I begin most days with a good espresso and my morning news. Perusing various news outlets and reading articles online is part of my daily morning routine. Like many Canadians, I access most of my news these days online and, unlike many years ago, we get our news in real-time now, as it happens.

The Internet has certainly become the place where Canadians consume most of their news, whether it be via traditional news outlets or the sites of digital giants like Facebook and Google. Because of this consumer shift from print to online news, some argue that the well-being of journalism is threatened by the prevalent spread of misinformation and disinformation. Indeed, recent polls have shown that almost half of Canadians question the accuracy and truth of the information they receive from news organizations. This is a troubling statistic.

Just over a year ago, Statistics Canada also reported that “the operating revenue of Canadian newspaper publishers declined to \$2.1 billion in 2020, down 21.9% from 2018.” This downward trend has been happening for several years already and the pandemic has aggravated the situation. More and more news outlets, including community-based newspapers, are shutting down. Nine major urban daily newspapers have stopped printing their Monday editions since October, in part because of lost ad revenues to tech giants.

It’s no secret news organizations are struggling to keep up with industry shifts and to revamp their business model while remaining financially viable (without government intervention). As the United Nations reported last summer, “the major shift of advertising revenue to social media and search engines over the past decade and the growth in the power of Internet companies controlling advertising technology have further eroded the economic foundations for news media pluralism, facilitated media capture, weakened diversity in news content and made it more difficult for news providers to resist other pressures.”

To help remedy this situation, the federal government tabled Bill C-18, the Online News Act, modeled on Australian legislation. Like Bill C-11, the Online Streaming Act, Bill C-18 has generated much interest among parliamentarians, news outlets, digital giants, and other concerned stakeholders, and both bills are currently before the Senate.

Bill C-18 seeks to establish a new framework to ensure fairness in the Canadian digital news marketplace and

for independent local news businesses, including rural and remote news organizations, by ensuring that news media and journalists receive fair compensation for their work. More precisely, digital news intermediaries such as search engines or social media services will be able to negotiate agreements with Canadian media to authorize them to disseminate Canadian media content on their platforms.

In October, Abacus Data conducted a poll on C-18, commissioned by Google Canada, and found that “large majorities believe it is important that the legislation ensures eligible news outlets follow journalistic standards and ethics, that local news is protected and given the resources to continue to operate but they also want search engines like Google Search to continue to work and perform the way they do now.”

Of course, like any piece of legislation, Bill C-18 is not a slam-dunk. On the one hand, publishers are calling for swift passage because online platforms are not adequately compensating them for the content journalists have created. On the other hand, digital giants strongly object on the premise that the regulatory framework does not properly account for the value they provide to publishers and journalists.

Regardless of where you land on the issue, there is no doubt that the digital disruption is a real problem for journalism in general and traditional news outlets, particularly local and ethnic newspapers with limited financial means and decreasing advertising dollars. Is the Online News Act the solution? It might very well be. The Senate will be seized with this issue during the coming session, and I know we will have great debates both in the Chamber and in committee.

One thing is certain: something is needed to ensure we have a free and independent press that continues to seek the truth, that remains accurate in its reporting, and that upholds the principles of reliability and objectivity. We may take that for granted, but it is crucial to a well-functioning democracy in helping its citizens make informed decisions about important issues. As the UN wrote, “if independent public interest media cannot survive – let alone thrive – disinformation will flourish, journalists will be further imperilled and societies’ right to information will be undermined.”

Senator Tony Loffreda





Our community’s success is rooted in the wisdom of our ancestor’s connection to the land

By Sabrina Di Marco

BUY THE LAND - Reach down and pick up a fist full of black, moist, cool Earth and feel its weight. Squish it through your fingers. Feel the life force that it holds. Whether it is vacant land or simply the backyard of your house in a subdivision, owning the land helps us stand on it with greater confidence and connection to it. 40 years ago, the purchase of land, and property in general, has contributed to our community’s success today.

WORK THE LAND - The Earth provides. Many feel connections to God as they toil the soil, plant seeds, water and tend to their plants; they witness the growth of vegetables, fruits, and flowers. These foods maintain our survival as humans. This bounty often requires work. It is this work that has been handed down to us by parents and grandparents. Zappa, fertilize, buy the seeds and plants or reseed from last year, plant them, and water. We know that it takes some hard work but also know that the hard work is pleasurable. It is not really that hard and it is absolutely worth it. We know how good it is to make a fresh salad, with no chemicals, no travels, and no cost.

The ancestors also taught us to harvest the land. Harvest time brings busy families together to can, jar, and freeze: tomatoes, eggplants, rapini, peppers, zucchini, cabbage, apples, and more. We make sauces. We make pickled vegetables. We make jams. And at the end of the season, we make wine. The whole time that we are doing this; we have in our hands the life force of the Earth, of the land, and we feel empowered and warmed by the embrace of those who taught us to work the land.

BUILD FROM THE LAND - There is a real estate term called “highest and best use,” meaning that long ago, the best use for a particular property may have been a blacksmith to shoe the horses used for transport. Now, it may be a data centre enabling open source global communications. Residential housing developments, commercial centres, industrial parks, and recreational facilities have been built brick by brick upon former fields. These developments have created a more sophisticated and accessible sense of place; a place encouraging growth and economic development; a place inspiring entrepreneurship, innovation, and collaboration; and a place of welcome.

Our challenge, if we choose to accept it, is to build sustainably; sustainable city planning and building that encourages natural spaces, healthy family and community life, social dignity, and continued connection to the land. To build in such a way that what we build will be an asset not a hindrance to future generations.

CHERISH THE LAND - We are stewards of this Earth. While we walk on it, it is our job to tend to it. We elect people to govern the land and its developments. It is in governance that we support building: homes, stores, factories, recreation centres and parks; as well as not building, leaving rivers and trees in their natural state. This lies in the hands of all of us through our elected officials as well as the people from whom we buy. We vote both with our ballot as well as our dollar. Making our voices heard, that we want growth, place, and economic development but we want it done respecting our needs today as well as the needs of future generations.

Remember that the land is a life force, God’s gift to humanity. Its health is a gift from our ancestors. Generations before us have revered the land recognizing it as a conduit of God. It gives us oxygen and food. It prevents soil erosion and floods. It provides us economic bounty and a place to be a community. It is our job not to kill the Earth while we walk, live, and profit from it.

LEAVE THE LAND - Tutto passa (everything passes), and so too shall we. Every tree planted and every subdivision or condo built; that is what remains. The First Nations people speak of Seven Generations: the ancestors before, our grandparents, our parents, ourselves, our children, our grandchildren, and those who will follow them. We work so hard for our children. Let us leave built and natural places for them to thrive; for them to know the life force of black Earth in their hand, proudly standing on land that they own. Let them know the shade of a tree, the peace of a clean river, the satisfaction of offering employment from a successful enterprise in a healthy, happy, accessible and economically strong community.

Everything passes. So will we. But the land lives on.



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