Friday, March 7, 2025









Product of Canada vs. Made in Canada





Product of Canada

- Requires at least 98% Canadian content, including ingredients, processing, and labor
- Used for non-food items and food products that meet the 98% threshold

Made in Canada

- Requires at least 51% Canadian content
- Must include a statement that the product contains imported content
- Used for products that meet the 51% threshold **Other terms:**
- "Prepared in Canada" indicates that the last step of manufacturing was in Canada, but the ingredients may be foreign. "Assembled in Canada" indicates that the product was assembled in Canada, but may contain foreign parts.

For more detailed information, visit:

https://competition-bureau.canada.ca/en/ how-we-foster-competition/education-and-outreach/ publications/product-canada-and-made-canada-claims





Less than half the picture: **And so it went**

By Richard Bercuson

Self-annointed Captain Canada, Doug Ford, got what he wanted. Such are the spoils of political wars. Pundits said calling

the election in the dead of winter simply because he could was a cynical ploy, especially given all that he hasn't delivered on in seven years of majority rule.

Armed with remarkable vanity, Ford claimed he needed the extra years to deal with the pompous, ignorant American king,

as if Trump cares a whit what anyone anywhere thinks. Whichever spineless sycophant tongues one of his ears knows full well the words will spew forth as new policy.

Sadly though, Ford is not a billionaire which would allow him considerable latitude and perhaps even an invitation to the Florida Xanadu. Nor was he a brilliant hockey player, resulting

rolling blackouts in New York, Wisconsin and Michigan, but first read Ross Belot in Canada's National Observer on Dec. 19, 2024, who opined, "Ford's titfor-tat threat opened a door we

don't want opened. The idea of using energy as a cudgel is unbelievably terrible for Ontario when we look at how energy is supplied to the province. Ontario has far more to lose if the U.S. slashes energy supplies to Canada than the other way around."

You can find the article at: https://www.nationalobserver.com/2024/12/18/analysis/energy-us-ontario-Trump-Trudeau-tarriffs-electricity

63 of 63 polls reporting

Candidate	Political Party	Number of votes	Percentage of votes	Margin
COE, LORNE	PC Party of Ontario	24,783	48.08%	4,343
GORDON, ROGER	Ontario Liberal Party	20,440	39.66%	
NYE, JAMIE	Ontario NDP/NPD	4,097	7.95%	
TOMAN, STEVEN	Green Party of Ontario GPO	1,376	2.67%	
BLANK, RALPH	New Blue Party	844	1.64%	

Brooklin TOWN CRIER.com

Voter turnout

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Next Issue: Friday, March 21, 2025

Deadline: Friday, March 14, 2025

in an equally enviable spot in the queue.

We all await with bated breaths what luminous solutions Beloved Leader will now share. Dare he turn down the electrical spigot to northern US states? We can smugly ruminate over

On the home front. Lorne Coe rode his boss's wave to a fourth win (2016-18-22-25). He bested second place Roger Gordon by 4,343 votes which, from Gordon's perspective, isn't so bad considering he was mostly

continued on page 3





46.22%

continued from page 2

nowhere to be found. Had the high school teacher invested in even a modicum of effort to let people know he existed and had well thought out ideas on how to help Whitby, it might have been tighter. If he teaches civics, he now has a semester's worth of curriculum. If not, he should anyway.

I rather suspect Coe was ripe for the taking. We didn't hear from him when the hospital was at issue nor when a request was put in for a toll-free 407 while Winchester was being torn up (and soon will be again). Of course, Dear Leader did finally

allow the hospital, though after a town-wide publicity blitz led by "that mayor out there." And one of his campaign promises included removal of tolls if elected. Was that before or after the tunnel under the 401 idea? I do recall though it was long after the bucka-beer thing.

Coe garnered 24,783 votes, just 22.2% of eligible Whitby voters. That's hardly chest-thumping territory. He'd do well to thank Ford for striking while his iron was hot and handing him another four years to consider how much he's willing to stand up for this town. After that, take a rest.

Mayor Orders Core Services Review

By Mayor Elizabeth Roy Whitby is facing increasing financial pressures as a result rapid growth, inflation, and provincial and federal downloading.

At the same time, our residents are feeling the strain of the rising cost of living.

We must take every possible step to keep property tax increases to a minimum while continuing to provide the high-quality services our community expects and deserves.

To ensure we are making the best use of taxpayer dollars, I have issued a directive to the Town's Chief Administrative Officer to research and provide advice to

Council on retaining an objective third-party expert to undertake a core services review.

This review will take a critical look at the services the Town delivers, evaluating whether they meet the needs of our community and identifying opportunities to improve efficiency and costeffectiveness.

The scope of the review will include:

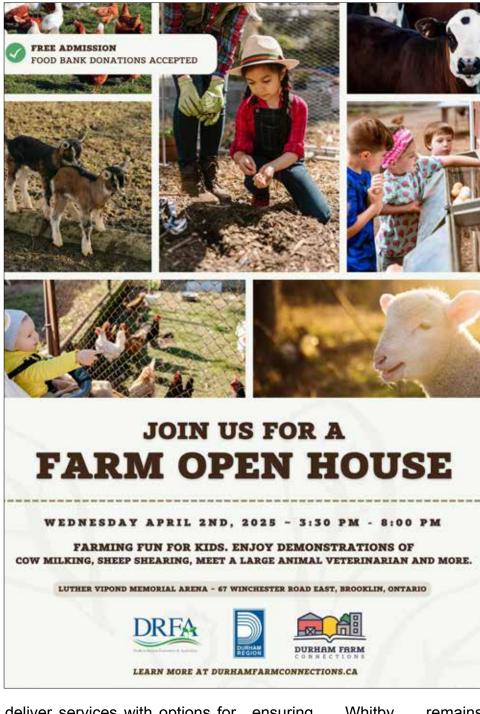
- Identifying whether the Town is providing the appropriate services and whether they are being delivered to the correct standards
- Determining whether there are more efficient and cost-effective ways the Town can

deliver services with options for reducing costs

- Reviewing the Town's Procurement **Policy** and utilization of consultants
- Providing a full review of estimated cost savings and options for Council consideration This is an important step in

Whitby remains ensuring financially responsible while continuing to be a great place to live, work, and raise a family.

I look forward to reviewing the recommendations and working with Council and staff to ensure we are making the best decisions for our community—both now and in the future.



Mayor Roy's Statement Re. Tariffs

I am deeply concerned by communication with our business Donald President Trump's confirmation that, effective today (March 4), the United States will impose a 25 per cent tariff on Canadian goods. These tariffs pose a direct threat to our local economy, impacting key sectors such as manufacturing, automotive, and agriculture.

The Town of Whitby is working closely with the Region of Durham, municipalities across the province, and industry leaders to assess the local impact of tariffs and advocate for our community. Our initiatives include:

 Engagement and Consultation: The Town's economic development team is engaging with local businesses and collaborating with economic development teams from across Durham. I have been in regular

community and will be hosting a Mayor's Roundtable on Tariffs on March 5.

 Advocacy: The Town has been closely monitoring the tariff situation since Donald Trump won the presidential election in November 2024. On Feb. 4, Whitby Council approved a motion on tariffs, and a tariff section has been added to the Town's advocacy landing page. Durham's eight mayors and the regional chair have issued a joint statement supporting federal and provincial countermeasures. including a 25% import tariff on \$155 billion in American goods. I have also joined Ontario's Big City Mayors Tariff Working Group to strengthen our collective advocacy at the provincial and national levels. The Whitby Chamber of Commerce has joined chambers from across

Ontario in **signing a letter** urging Canada's premiers to dismantle internal trade barriers.

- Community Initiatives: We are supporting the Downtown Whitby BIA's Shop Local and Win campaign throughout March, and I continue to spotlight local businesses in my monthly newsletter and on social media. The Town's economic development team is also businesses profiling local each month. The Region is promoting local businesses through its Shop in Durham directories and Local Food Directory with plans to launch a promotional campaign to encourage people to shop local and visit Durham.
- Trade Diversification: The **Durham Economic Development** Partnership is developing a trade diversification strategy, including a trade directory showcasing Durham-based manufacturers.

Local businesses with a product that can be sold internationally beyond the U.S. are encouraged contact InvestDurham@ durham.ca

Business Resources: Invest Durham has launched a Tariff Responselandingpage(https:// www.durham.ca/en/economicdevelopment/innovationand-entrepreneurship/ tariff-response.aspx#Direct-**Support-Contact-List)** information for businesses and consumers, including access to the Canada Tariff Finder, which helps companies navigate import and export tariffs in various markets.

We are committed to protecting local businesses, advocating for fair trade policies, and ensuring our economy remains strong. I urge Whitby residents to stand with us and support local businesses and products whenever possible.

Brooklin Bafflers:by Liz Lowe

Across

- 1 Breathing apparatus
- 6 Elbowroom
- 11 Navigable
- 19 Son of Osiris and Isis
- 20 Dot on a computer screen
- 21 Idyllically rustic
- 22 Selling at excessively high amounts
- 24 Vaguely specified social events
- **25** More fatigued than before
- **26** Watch part
- 28 Water carrier
- **29** Wild revelry
- 30 Takes five
- 32 Sharer's word
- 35 Respond
- 38 Nocturnal insect.
- 40 Waikiki wear
- 43 Pkg. deliverer
- 45 Paltry amount
- **46** The withdrawal and redistribution of forces
- **50** Place for gloss
- 51 Havana's home
- 53 Mexican sandwich
- **54** Be persistent
- 56 A bone in the middle ear
- 58 Like Siberian winters
- **61** Government Printing Office: Abbr.
- 62 Out of bed
- 63 Meteorologist's line
- **65** Recipe direction
- **67** Worn over clothing in a laboratory
- 69 Parcel (out)
- **70** Strong line used for pulling vehicles
- **73** Willingly
- **74** Recliner part
- 77 A small island in the central Pacific Ocean
- **78** Belongs to the planet on which we live
- 81 Neutral shade
- 82 PC program
- 85 Not fine
- 87 Like a rare baseball game
- 88 Incapable of being defended
- **90** Kennel sound
- **92** Christmas season
- 93 Wino
- 94 Artfully persuasive in speech
- 99 Tarnish
- 100 Ram's mate
- 101 Winner's take
- **102** Pretentious
- **103** Grave or gloomy in character
- 105 Within reach
- 108 Pompous walk
- **110** Nobel Peace Prize city
- 111 Well-groomed
- 114 Eskimo boat
- **116** A set with no members
- **120** A cap worn by court jesters
- 124 Large sweet tuberous root with orange flesh
- **126** Frequent flier
- **127** Graphic novel that originated in Japan
- 128 Prison-related

- 12 13 18 19 20 22 24 23 25 26 28 29 32 41 42 46 45 47 48 52 53 55 58 56 62 57 59 60 61 63 65 67 64 66 68 69 70 72 73 75 76 78 82 83 85 86 93 94 96 97 98 100 101 102 103 104 106 107 108 109 110 105 116 111 112 113 115 117 118 119 121 122 123 124 125 126 127 128 129 130 131
- **129** Resembling the colour of the clear sky in the daytime
- **130** Pry
- 131 Tackle box item

Down

- 1 Vegas attraction
- 2 Sheltered nook
- 3 The chief solid component of mammalian urine
- 4 A hole made by an animal
- 5 An ambitious young person
- **6** Tall, slender and tapering.
- **7** Photo
- 8 W.W. II enemy
- 9 Prime
- 10 Spanish painter remembered for his religious works
- **11** Bag
- 12 Shoe part
- 13 International Civil Aviation Organization (acronym)
- 14 Rodeo rope
- **15** Goodbye
- **16** Life story, in brief
- 17 PC linkup
- 18 Dash widths
- 23 Wish undone
- 24 Select
- **27** Wan
- 31 Kind of cycle
- 33 Easily applied procedures, based on practical experience
- 34 Ornamental shrub
- 35 Computer acronym
- 36 Bread and butter, e.g.
- **37** A subset of group members organized for a specific purpose
- **38** Modify
- 39 Port city in northwest Portugal

- **41** Sign up **42** The "I" in T.G.I.F.
- **42** The "I" in T.0 **44** Used up
- 47 Codo w
- **47** Code word
- 48 It's higher on the hwy.49 A member of a Slavic people
- 52 French inn
- 55 Showy butterfly resembling the monarch
- **57** Cotton fabrics with a satiny finish
- **59** Tailor-made
- 60 Unlawful according to Islam
- **64** Scale notes
- 66 Grimace
- 68 Tavern offering
- 71 Some scampi
- **72** Type of tribute
- 74 Treat badly
- 75 Eminence
- **76** Prohibited thing
- 79 Located near a hilum
- **80** Firewood measure
- 83 Plans secretly
- **84** Favorite
- 86 Second person pronoun
- 89 Electric guitar hookup
- 91 Come clean
- 95 Ruin
- 96 Platitudes
- 97 Someone from Ottawa
- 98 Applies casually in generous lumps

- **104** Reduced to liquid form by heating
- **106** Turning point?
- **107** Varnish ingredient
- 109 It has a certain ring to it
- 110 Ready for drawing
- 112 Unpopular spots113 "Little piggies"
- 115 Lotto variant
- 117 Fit to be tried118 Series finale
- 119 Kind of call
- 120 Subway alternative121 Texas tea
- 122 French vineyard
- 123 One of a couple
- 125 Something that's bruisable



Support Your Local Business

NO BETTER TIME THAN NOW TO SUPPORT OUR LOCAL ECONOMY

Call us today to make your backyard dreams come true.

If you are thinking about landscaping your yard this year, now is the time to call R. Havery Landscaping!

We are a local landscaping company that has been in business for many years, who you can trust. Our landscaping services team is comprised of professional landscapers. They have been landscaping in Whitby, Oshawa, Port Perry and the rest of Durham Region for years on all types of landscaping projects.

We pride ourselves in always doing our client's landscaping projects the right way. When you work with us, you are guaranteed that your landscaping will not only look great, but also will last the test to time.



DREAM / CREATE / ENJOY



www.rhaverylandscaping.com

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Patios & Walkways
Retaining Walls
Fence & Decks
Residential Design/Consultation

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Brooklin Family Matters: by Leanne Brown

Hunting for a Summer Job



Let's be real: dream jobs don't just show up like your mom magically finding your lost hoodie. You've got to put in the effort and scrolling through job listings for

five minutes doesn't count.

Finding a job is a skill and, like any skill, it takes practice. If you're looking for a summer job, start now! Most summer jobs hirings are in February and March.

If you approach a job search like a scavenger hunt, you're doing it wrong. Keep track of where you applied, who you spoke to, and when to follow up. Keep a journal and jot down deadlines, contacts, and application statuses. Staying organized will save you from missing opportunities.

Did you know that job centres, recruitment agencies, and town departments actually want to help you get a job? Many offer free advice, listings, and even resume help. Local town websites, community organizations, and the Durham Region are great places to start. A quick visit or call (even if it's scary) could connect you with leads you wouldn't have found otherwise.

There are lots of job sites like Indeed, Monster, and Glassdoor. Use filters to narrow your search and avoid outdated postings.

Keep your resume updated and Applicant Tracking System (ATS) friendly. No one wants to hire the "future professional" whose last update in a grade 10 Careers class.

Make sure your contact information is current, and highlight relevant skills and experiences to increase your chances of standing out. Only provide your phone, email and the town where you live. They do not need your full address until they hire you.

Sure, the internet is a good place for job hunting, but don't neglect your local newspaper, library bulletin board and school guidance office. They may list jobs that might not make it online. Since they're local, the jobs are where you live. Scanning job boards and the classified ads might reveal opportunities you wouldn't have considered otherwise.

Networking is just a fancy way of saying, "Tell everyone you know you need a job." Family, friends, teachers, coaches, even your neighbour with the dog who always seems too excited to see you can spread the word. Someone may have an inside scoop on a job

opening. While social media can help, too, first clean up your online presence. Employers check them and you don't want them seeing questionable posts from last week's party.

Don't just sit around hoping someone notices you. Reach out to companies you'd love to work for, even if they haven't posted openings. Employers appreciate go-getters. For students seeking summer jobs, some of the best places to start include businesses that typically hire young workers or offer seasonal jobs. Think summer camps, golf courses, landscaping companies, amusement parks, tourist attractions, retail stores, and fast-food chains. These places often need extra hands, especially during busy seasons, and may even have returning positions available each year.

Stay organized, use every resource available, and don't be afraid to put yourself out there.

Now go forth and job hunt like a pro - before your parents decide you have way too much free time and start assigning you extra chores you never signed up for!

What You Need To Know This Week In Whitby



Advocating for Our Town and Country

The Town of Whitby is working closely with the Region of Durham, municipalities across the province, and industry leaders to assess the local impact of tariffs and advocate for our community. Learn more about how we can work together at whitby.ca/Town Advocacy

Community Development Fund Applications Are Now Open - Apply Today!

Whitby is inviting local community and non-profit organizations that help make the Town a vibrant and caring community to apply for support and learn more at whitby.ca/CommunityFunds



Spring Program And Summer Camp Registration

Spring program registration is now open. The summer camp wish list opens on March 12 and registration begins on March 26 for residents. Enjoy a variety of camps including multi-sport camp and more! Learn more at whitby.ca/GetActive



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Planned events for Garden Club

By Rahe Richards

We have lots planned in the coming year of gardening. OHA and Communities in Bloom have declared that instead of colour of the year, we will have Edible Gardens as the theme. So try growing some edibles with your flowers, even in pots

Last year, our membership was 200 including seven lifetime members and 28 corporate sponsors some of whom give discounts when their businesses are patronized by members. As a not-for-profit club, we rely on our volunteers. Our volunteer hours count was 3290. Membership fees are \$20 per year.

These are the planned activities to look forward to in the coming year:

- Plant Sale on May 17 Bring your divided plants on the Friday before and if you have time, help with set up and take down.
- Brooklin Spring Fair, June 5-8
 Our booth for information share and membership registration
- Seven flower shows are ready in the yearbook. We have always enjoyed great participation. Plan to participate and follow the set rules.

- We have nine speakers with interesting topics scheduled. The Town of Whitby will sponsor March, April & May.
- We will have a member garden visit this year on June 21. We will take the OHA/ Communities in Bloom as our theme this year.
- Another bus tour is planned for August 23 to the Royal Botanical Gardens and Terra nurseries in Waterdown
- We look forward to participating in the annual Harvest Festival in September.
 We will have a booth to showcase BWGC
- The three gardens we maintain in the town are another way to be involved in the community.

We meet on the fourth Wednesday of each month (except in December, January and July). In June we have two meetings, the second and fourth Wednesdays. Meetings are at Brooklin United Church, 19 Cassels Rd East.

Rahe Richards is President of the Brooklin-Whitby Garden Club



One of Canada's First Female Anglican Priests

By Jennifer Hudgins

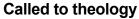


Canadian women to be ordained as an Anglican priest, Florence Ann Goodwin blended spiritual leadership with a passion for

healing. Her journey took her from nursing to ministry, concluding with her role as Honorary Assistant at the Cathedral Church of St. John in Winnipeg, Manitoba.

Born in Oshawa, Ann moved to Brooklin at six and grew up helping her parents, William and Florence Goodwin, at the Brooklin House (now the Brooklin Legion). She attended public school in Brooklin and high school in Whitby before graduating from the Oshawa General Hospital (OGH) Nursing Program in 1956. After a year as a private nurse, she enrolled in a public health course at Western University in London, (UWO)

Ontario. There she became involved with the Nurses Christian Fellowship, sparking a deeper connection to faith.



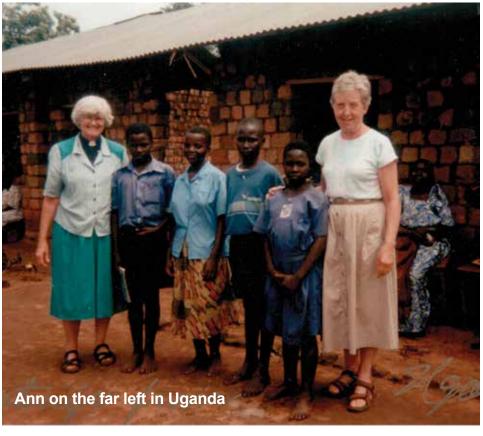
ministry at Camp lawah and the Kingston Youth Centre before moving to Halifax in 1967 to mentor students through Inter-

As one of the first Varsity Christian Fellowship. She first earned a Bachelor of Nursing Science degree from Mount Saint Vincent University before feeling a call to theology and obtaining a Master of Divinity. She studied at Trinity Theological College in Bristol, England, and completed a Chaplaincy Internship at the Federal Correctional Centre in Brampton. Her journey ordination culminated on November 7, 1978, when she



was ordained a deacon at St. Stephen's Church in Toronto. This was followed by her 1980 ordination as a priest at St. John's Cathedral in Winnipeg.

Goodwin spent five years in For 17 years, Goodwin was a chaplain at the Winnipeg Health Services Centre. Her hospital ministry often dealt with difficult and heartbreaking experiences,



especially involving children. One tragic case was of a young school patrol crossing guard who was struck by a car and pronounced dead on arrival at the Children's Hospital. In another instance, a baby lost its life after the mother mistakenly mixed windshield washer fluid into the infant's pablum instead of water. Determined to prevent similar tragedies, Goodwin advocated for the fluid to be dyed to avoid such fatal mistakes.

World travels

Goodwin's travels took her to Israel, Nicaragua, Uganda, and her ancestral Northern Ireland. But a transformative journey began in 1996 with the first of four trips to central Buganda, Uganda. Moved by the plight of AIDS orphans, she helped launch the Gift of Love initiative, mobilizing Canadian women to sew and fill school bags with essentials like notebooks. pens, and hygiene products. With support from the Canadian Air

Force, these bags reached millions of children, offering both practical aid and a message of compassion.

In 2014 Canon Goodwin returned to Whitby to be closer to her family, where she attended the All Saints Anglican Church. She passed away peacefully at the age of 90 at Lakeridge Health in Oshawa on December 5th, 2024 and is resting at Groveside Cemetery.

Whether in a nurse's uniform, priestly vestments, or everyday attire, Goodwin's life was a testament to her faith and dedication to others.

On International Women's Day on March 8. we honour women like her, trailblazers in faith, compassion, and leadership, in every way a global humanitarian. her legacy is a powerful reminder of the impactful role women have on their communities and the world.



PUBLIC NOTICE

PROPOSED 25 METER WIRELESS TELECOMMUNICATIONS MONOPOLE TOWER INSTALLATION ROGERS COMMUNICATIONS INC. C4389

25-Metre-Tall Monopole Tower

- The facility will include a steel chain-link fenced compound
- housing radio equipment, tools

The site will provide fast and services in the Conlin Road, Thickson Road area. The site will Iso provide co-location pote



lanner I; Planning & evelopment Dept. Development Dept. Town of Whitby 575 Rossland Rd. East Whitby, Ontario L4B 3B2 Email: guintom@whitby.ca

725 Conlin Road, Whitby, Ontario L1R 2W8



The site is located on the south side of Conlin Road, west of

PUBLIC CONSULTATION:

The public is invited to provide comments by end of day 27/03/2025, to the contact shown below. When mailing comments or questions, please include a return address

Robert Huras Suite 302-1090 Don Mills Rd, TorontoToronto, ON M4G 0C9 Phone: (416) 418-1588 Email: rhuras@spectrapoint.ca



ROYAL CANADIAN LEGION BRANCH 152

56 Baldwin St., Brooklin, ON (905)655-4681

The members of the Royal Canadian Legion Branch 152, would like to thank our Veterans and their families. And, thanks to the residents of Brooklin, Myrtle, Ashburn, and surrounding communities for your continued support throughout the Poppy Campaign. Monies raised are put into a trust fund and is used to help Veterans and their families, our youths through bursaries and school awards, and helping others in our communities when needed.

POPPY TRUST FUND STATUS REPORT

Balance as of January 1, 2024

January 1, 2024 to December 21, 2024

income:	
Poppy & Wreath Sales	\$39,178.32
Other Donations	\$2,200.62
Total Income	\$41,378.94

Expenses:

EXPONDED.	
Poppy & Wreath	\$6,284.88
Promotional Material	\$488.86
Stamps	\$44.76
Other Campaign	\$549.59
Chair Lift	\$4,172.14
Youth Education	\$1,040.00
Total Expenses	\$12,580.23

Donations

Donations.	
Air Cadets and Sea Cadets	\$5,000.00
Veterans Support Groups	\$6,400.00
Veterans Long Term Facilities	\$11,000.00
Leave the Streets Behind	\$5,200.00
Operation Service Dogs	\$3,200.00
Heroes Mending on the Fly	\$1,000.00
Bursary	\$3,200.00
Youth Education	\$3,000.00
Veterans Dinner	\$300.00
Total Donations	\$38,300.00
Ending Balance December 31, 2023	\$38,644.81

WE THANK YOU FOR YOUR CONTINUED SUPPORT - YOURS IN COMRADSHIP, SUE O'DONNELL, POPPY CHAIR



Invest Durham Offers Tariff Information Visit investdurham.ca/tariffs

While the Canada-US trade Quickly get tariff information for experiences relationship period of transformation, Region's Durham business support community is acting to deepen local economic strength. The Durham Economic Task Force (DETF) is working closely with federal, provincial, and local partners to support our businesses.

investdurham.ca/tariffs Visit for the latest on the Canada/U.S. tariffs. Discover how tariffs work. There are links to the Canadian Federation of Independent Businesses, Chamber Commerce. Government Canada Trade Commission. Excellence in Manufacturing Consortium, Export Development Canada .

specific products and countries.

- Province of Ontario information provincial support for exporters/importers and trade relationships: Building Fortress Am-Can: Ontario's Am-Can growth plan.
- Explore the Innovation, Science and Economic Development **Business** Canada (ISED) Funding portal. A concierge program from the Government of Canada to help find programs, services, and funding available to businesses.

And finally a link to Durham Tourism where you can find a number of businesses to support locally while exploring close to home.

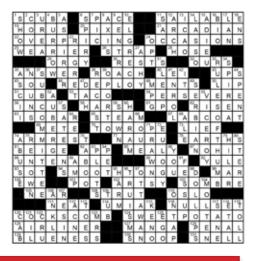
Also on the site:

- Access to more than 12,000 manufacturing establishments and 250 ecosystem partners in Ontario, visually depicted on an interactive map, with enhanced search features with the Trillium Network GIS Map tool.
- · List of US products for 25 per cent tariffs (as of February 4, 2025).
- Canada Tariff Finder BDC.

Your House Didn't Sell?

Call us for analysis of why it didn't sell. We have experience in this kind of Market.

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MARKETING YOUR HOME FOR ALL IT IS WOR

Tips for choosing a Realtor

Buying or selling a home is likely the biggest financial investment you'll ever make so if you're planning to buy and/or sell this spring, you want to choose a realtor who makes you feel comfortable and confident in the decision-making process on your side. Choosing the agent right for you can go a long way to making an already stressful experience less stressful. At the same time, the right agent can negotiate the best price possible and help you find the home ideal for you and your family.

So where do you start? The King Home Team: Royal Heritage Realty recommends asking friends, family and colleagues for referrals. Next, check websites and social media for their presence and client interactions.

We suggest interviewing multiple realtors to determine who's the best fit for you. In addition to getting a feel for their personality and communication style, interviewing several real estate agents gives you an opportunity to consider their skill sets and decide if you feel confident in their abilities.

It also presents an opportunity to ask important questions, such as: Tell me about your experience. What is your success rate of homes sold versus listed? How will you market my home? Where will you promote it and why? Do you have a strong network of buyers and other agents?

The King Home Team takes tremendous pride in our proven track record of we know that marketing is about much more than simply putting a property on the MLS and hanging a sign in the front yard. Our 84-Point Marketing Plan includes a 24-7 Virtual Open House Tour, Weekend Open House, a Just Listed Neighbourhood Campaign, and print and online advertising.

We offer professional staging complete with furniture, professional photography, drone photography and videography to showcase your home's best features. We create attractive and informative marketing materials, including colour brochures that showcase your home as well as community amenities.

You'll also want to ask prospective agents if they specialize in the area and price point in which you'd like to buy and/or sell. Ask for a comparative market analysis to determine an agent's expertise. The King Home Team. for example, offers a comprehensive Local Market Analysis. We look at trends and economic indicators and conduct a supply, demand and absorption analysis

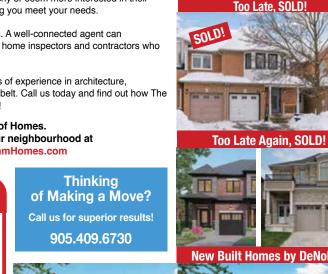
Because a good agent should confidently negotiate on your behalf, you'll want to assess their negotiation skills. Ask for examples of how they've handled difficult negotiations. Ask for past client references and follow up with them.

Do the agents you're interviewing respond quickly to calls, texts and/or emails? Are they a full-time or part-time agent? Ensure they're not juggling too many clients at once and have time to devote to your search and/or listing. Make sure you understand their commission fees and contract terms, including duration and cancellation policies. Avoid those who are pushy or seem more interested in their commission and securing a listing than helping you meet your needs.

Finally, check out their network and resources. A well-connected agent can refer you to mortgage brokers and/or lenders, home inspectors and contractors who can help you prepare your home for sale

The King Home Team has more than 35 years of experience in architecture, mortgage financing and real estate under our belt. Call us today and find out how The King Home Team Advantage will work for you!

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