Jennifer Sullivan
Clinical Psychologist & CEO
of Sullivan and Associates
Clinical Psychology
Profile story on
page 14
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Welcome to Women – a special publication circulated free of charge to homes in Thunder Bay and distributed to special interest groups & unique community events.

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Ways to spruce up your snacking game

Smoothie bowl
Smoothie bowls aren’t meant to be gulped down in seconds. Owing to their thick texture, smoothie bowls are meant to be enjoyed with toppings. Decorating your bowl with fresh berries, chopped nuts and granola will take the traditional smoothie to the next level.

Mix up your trail mix
The beauty of trail mix is that it is completely customizable. Switch out your usual peanuts and almonds with honey-salted macadamia nuts or candied pistachios. Toss in some crystallized ginger, toasted coconut flakes and dark chocolate chips for added flavour and crunch.

Flower power
The quickest way to make anything fancy is with edible flowers. They can easily be used as a garnish or inside a recipe for a striking presentation. Consider topping your next cookie or cupcake with viola petals. For those hot summer days, place lilac and rose into your ice or popsicle tray.

Charcuterie boards
All snack enthusiasts love the endless food selection possibilities here. Creating the perfect board starts with using locally sourced products. Head to your nearest grocery store and stock up on locally prepared meats, cheeses, fruits and snacks such as Angie’s Boomchickapop Sweet and Salty Kettle Corn, prepared in Ontario for an added local touch.

Having a mastectomy can trigger a variety of emotions. Losing one or both breasts can change the way a woman views herself and can make coping with her appearance after surgery very difficult.

“Should I consider reconstruction? Should I consider a breast form?”

Making that decision is very personal. Women want to look and feel the same way as they did before surgery.

“I have been fitting women for over 30 years and carry all your post-mastectomy needs from post-op camisoles to breast forms, bras, tank tops and swim wear.”

Call for an appointment to see me in the privacy of my home for personal discreet service
ERIKA SCOTT, RN, BScN – ALLURE MEDI SPA

Allure Medi Spa is more than a leading skin and hair treatment centre. It’s also an anti-aging spa where “believing in the inner you for self-growth” is the guiding principle.

Owner Erika Scott’s personal philosophy is simple: “Our skin is the reflection of the inner being. Our frowns lines tell a story. So I listen.”

Allure Medi Spa offers services that include laser hair removal, botox, dermal filler, skin tightening, chemical peels as well as hydrafacial, photofacial and hyperhidrosis. What are they?

**Face and Body Sculpting. Skin Tightening**

There is an array of body sculpting and skin tightening treatments to choose from at Allure.

Imagine fat reduction, effective tightening of loose skin and cellulite solutions. You will be thrilled with the improvements that can be made to your face and body. Safe, gentle and effective.

**Laser Hair Removal**

Allure offers an advanced laser hair removal procedure that safely and gently eliminates your unwanted hair. Treatments are convenient and fast. Achieve the smooth and soft skin that you’ve always wanted.

**Botox, Fillers, Md Codes, Belkyra**

Anti-aging treatments can be a quick, easy and relatively pain-free experience.

Botox, a purified protein injected into the muscles that eliminates wrinkles. It relaxes the muscles, giving your face a more refreshed appearance.

Dermal fillers are used to fill lines and restore lost volume or create structure.

With MD codes, you can achieve a face lift with a needle, making it a great alternative to cosmetic surgery.

Get rid of your double chin with Belkyra. This is the first Health Canada-approved injectable treatment for the improvement of fullness in the area under the chin.

Do you struggle with excess under-arm sweating? We can treat your hyperhidrosis, too.

**Fractional Skin Treatments & Micro-Needling**

A minimally-invasive and effective approach to improving deep wrinkles, sun damage, and acne scarring. Find improved skin complexion and texture for a more radiant and youthful appearance with limited downtime. Allure gives you the option to include your own Platelet-Rich Plasma in your treatment.

**Pigment, Vein Treatment & Sun Damage**

Lumecca uses powerful, intense pulse light to treat age spots, sun damage, rosacea, freckles, melasma, and unwanted broken capillaries and veins. Get the clarity to your skin that you’ve been hoping for.

**Co2 RE Fractional Resurfacing**

CO2 RE is a fractional therapy laser for skin resurfacing. Your skin is treated with a matrix of laser pulses that vary in intensity, depending on your skin type and desired treatment results. The treatment is fast, more comfortable and requires less downtime than traditional resurfacing, enabling you to get back to your daily routine much quicker.

CO2 RE has been proven effective in enhancing skin tone and texture, eliminating the effects of the sun and aging on the skin, smoothing out lines, wrinkles, and scars. The number of treatments can vary based on the extent of skin resurfacing you’re looking for.

Emphasizing the uniqueness of individual clients, Erika is committed to staying up-to-date on the latest developments.

“I will continue to grow with the industry through ongoing education,” she says. “It is important to continue to learn new techniques to meet and deliver the needs of the clients, to assess their needs and to teach the importance of loving themselves.

“Nothing makes a woman more beautiful than the belief she is beautiful.”

- author unknown

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SUMMER 2021 WOMEN 5
Summer Fashion

Summer 2021 – and we are so hopeful, so ready, to live and enjoy life again!! Girls night, date night, outdoor weddings, BBQ’s, and restaurant patio dining. I can’t wait! I’m excited to dress up again, even if it’s just a great pair of jeans, cami and fabulous jacket.

This season, we have the latest trends at Irma’s Boutique. We have a very unique boutique, something for every occasion.

Boyfriend Jackets
Create a long line silhouette and play with shapes with an 80s-inspired oversized boyfriend blazer, such as the Joseph Ribkoff black and white graffiti blazer, or the tuxedo jacket. With the help of shoulder pads, this outerwear cinches in your waist and elongates your legs. Rock this look with a pair of straight-leg trousers for an ultra-modern style – You can easily dress this jacket up or down for an effortlessly chic aesthetic.

Head and Neck Scarfs
One of my favourite pieces-and I have quite the collection of scarves! Taking inspiration from the 50s and the 60s, this sleek fashion trend is coming back in a big way. Choose from a silky design with floral motifs or intricate patterns, or keep it simple with bold colors and block letters. There are so many fun and elegant ways of styling this accessory. Wrap the fabric under your chin in a loose knot, or have it hanging off the back of your head – or let it dangle from your bag.

Pop Blue Accessories
Add a pop of blue, such as a Joseph Ribkoff jersey knit tank to your monochrome outfit to update your go-to outfits. When styling these items, opt for all black or grey outfits. The bright hue will stand out among the deeper shades. If blue is not your hue, choose button front blouse, t’s and camis in citrus, fiery orange, cherry reds, lime, and fierce fushia for that pop of colour. We also have fun accessories pieces that will tie in and rock your key pieces.

Fabulous jeans with comfortable stretch! In straight, cropped and high rise, distressed, bedazzled or floral cuff- Girls night? team them up with a great jacket or Tshirt! We have Jean washes like black, blue, or gray and platinum by Picadilly and Joseph Ribkoff.

Floral Prints
The floral prints and patterns are everywhere! Delicate miniature floral to extra-large floral prints in button front tops, tunics and summer dresses. Tiny floral prints to exaggerated patterns, fit in well with the boho-chic style. Team this pattern up with our stretch jeans or essential dress pants and you will be set for any occasion!

And as always... what has made Irma’s #1 32 years running... Special occasion wear and Bridal Gowns. We continue to bring in the latest bridal gowns from Sophia Tolli, Eddy K, Stella York, and now Maggie Sottero. We also have gorgeous special occasion dresses and gowns by Montage, Cameron Blake, Joseph Ribkoff, Bridesmaids dresses by Sorella Vita and Christina Wu. Prom-Splash and Ellie Wilde. We have hand made masks, shoes, hats, bridal accessories, and fascinators!

We are so happy to welcome you all into our shop, but following COVID restrictions, we are booking 1 hour appointments for the customer/bride plus 2 guests. The doors will be locked, for a fabulous shopping experience. Visit our web site www.irmas-bridal.com

Cristina and I, would really love to see you all in our fabulous, customer oriented, boutique. Happy summer 2021-stay safe, call us to come in and shop for all of the occasions in your life!
Over the years, and through the work of many strong advocates, women in our region have seen gains in access to economic opportunities and representation. Compared to decades ago, there are more women entrepreneurs, more women leaders and more women elected to hold office. There is now an increased awareness in the way Indigenous, racialized and LGBTQ2S+ identities create further barriers and unique experiences for individual women. Voices are becoming louder as they bring the issues disproportionately affecting women, domestic violence and sexual assault, to the forefront and refuse to remain silent. We can see that much has been done; however, it remains that much more is needed.

Work is ongoing and it will take all of us, as individuals, organizations, businesses, and each level of government to keep moving forward. Federally, advancements in how we build budgets and policies with a gender lens, help to consider the real-world impact on women. With ongoing support and investments to organizations on the ground, we are building more inclusive, healthier, stronger communities by addressing systemic barriers and encouraging the full participation of women in all industries and sectors. Our recent experiences with Covid-19, however, have exposed the cracks in our social systems and shown that these and other gains are fragile.

The pandemic has been hard on everyone, but women in particular have been hard hit financially. As schools closed and child care was disrupted, it was women that largely cut back on work to care for children. For a strong economy, women must have an ability to fully participate in the economy, and that is why universal childcare is a pillar in Budget 2021. Quality childcare is not just good for women, it’s good for families and it’s definitely good for our economy when everyone can participate. We’re investing $30 billion to partner with provinces and territories that will result in childcare fees that are 50% lower by 2022 and only 10 dollars a day by 2026.

Women also face greater challenges in healthcare, with gendered disparities in chronic illnesses and preventable deaths. Stronger health research can eliminate these gaps — with $20 million in Budget 2021 to create a National Institute for Women’s Health Research, we’re addressing under-researched and high-priority areas of women’s health to improve care in our communities. As we begin to recover from this pandemic, these measures will support women in Thunder Bay and their families, protecting the progress we’ve won in past decades.

I am encouraged and inspired by the work of those before and those along side me to keep pushing forward. My voice joins countless others to create a place for women at the table, to foster economic autonomy and to ensure the safety of all women.

As always, my office is here for you if you have any questions, or need help with federal programs. Don’t hesitate to reach out by phone at (807) 766-2090 if you need anything.

Patty Hajdu is the Member of Parliament for Thunder Bay-Superior North.
BY JUDITH MONTEITH-FARRELL

The last year has been challenging for everyone, but as always, problems are felt hardest by vulnerable communities. Some problems that arose during the Covid-19 pandemic affected women, and particularly racialized women, more than others. In many cases, these problems already existed for countless Ontarians, and simply became much worse or more widespread in the last year.

Caring for children and other family members is one example of a task that is disproportionately managed by women. During the lockdowns there were periods when schools were shut, when elderly relatives required additional support, and when visitors to long-term care were restricted or forced to participate in repeated Covid-19 testing and screening. These challenges would not have been as hard on women if they had access to reliable and affordable child care, if there were more programs to assist seniors still living in their homes, and if they could trust that their family members were receiving adequate care in congregate living settings. These are all things that the government can and should provide to the people of Ontario. These are all things that the Ontario NDP has been asking the government to provide for years.

As I am writing this, my colleague Peggy Sattler’s bill the Stay Home if You Are Sick Act has failed to reach all party consent. The Act would ensure 10 personal emergency leave days per year for every worker in Ontario (and 14 per year during infectious disease emergencies such as Covid-19). This would particularly affect caregivers, especially women, who most often are the ones expected to stay home to care for a sick child or other relative.

I will continue to advocate for PSWs to receive the support and compensation they deserve so that residents in long-term care can receive 4.1 hours of hands-on-care every day.

Returning to normal will not be enough. The government needs to address the problems that existed pre-Covid-19 for women and other vulnerable communities so that we can build back better than before.

It’s time to address the challenges of women in the workplace

BY JUDITH MONTEITH-FARRELL

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Careers dominated by women have also faced challenges this year. Personal support workers and other long-term care staff worked in dangerous work conditions all through the lockdown. Not only did they suffer extreme risk, they also worked in a traumatic work environment, often unable to provide necessary care to their clients through no fault of their own. Low-pay and poor working conditions created an unacceptable PSW shortage long before this past year. Families have often been forced to pick up the slack in their relative’s care, but lockdown made even that impossible.

I will continue to advocate for PSWs to receive the support and compensation they deserve so that residents in long-term care can receive 4.1 hours of hands-on-care every day.

Returning to normal will not be enough. The government needs to address the problems that existed pre-Covid-19 for women and other vulnerable communities so that we can build back better than before.
BY MARY LONG-IRWIN

Northern Ontario Angels (NOA) is a not-for-profit organization that matches “Accredited” Angel Investors with Companies, and/or Company Founders, with capital to grow their business. Angel Investors are typically affluent individuals, often retired entrepreneurs, or executives, that want to invest into a company for many reasons including mentoring another generation of entrepreneurs. These investments are given usually in exchange for ownership equity or convertible debt. The investments are also known as “Smart Money”. The investments do come at a cost, however they also come with valuable advice, mentoring, networks as well as the experience the Investor may have in many business practices.

Investments can come in many forms. For some the Investor may own a percentage of your company in perpetuity, some may take shares of your company, some Investments may come in the form of debt that you and your company guarantee, and some may take a portion of the sales until the debt and a return has been achieved. All of this is negotiated between the Company and the Investor. Once a deal has been reached both parties have agreed they sign the Deal term sheet with their legal team and move forward from there.

If you are planning to start a business, expand or grow your business, and believe that Angel Investment may be an option, here is what you need to know:

- Determine if Angel Investments are for you. The costs can be higher, you might have to give up some control of your company, you may have to meet with your Investor before making any major changes, and you may have to share your profits.
- Make sure you are “pitch” ready. You only have one shot at making a first impression in telling your story, how your company will be successful and what makes your company unique. You will also have to let the investor know how they will get a return on the investment
- Know exactly where these funds will be used and how your company will grow with these investments.
- Know the value of your company, the cost to acquire each customer, have a sales forecast, know your costs, expenses, and the reason behind your decisions. “Know your numbers!”
- Do you have a “proof of concept?” What makes you sure there is a market for your company? Are you coachable, open to hearing and taking advise?
- Be prepared to answer questions on projections, sales, return on investments and all aspects of your company including the strength and weaknesses. How you will overcome your weakness and deal with the challenges. No-one expected a “Covid19” but you are expected to deal with the realities.
- What is the exit plan? How much can an Investor expect for a return on the investment? Investors know that not all companies will be successful so they may invest in many companies and expect an overall return.

NOA, funded through FedNor and NOHFC and supported by BDO, Bereskin & Parr LLP, N1Solutions, Motion Arc Studios, Fiedog Communications and Squint Innovation & Branding, is a not-for-profit corporation that matches accredited Angel Investors and Entrepreneurs located in Northern Ontario.

NOA follows a community-first model in their approach to investment and is a leading example of the impact of angel investors on job creation and economic growth in local communities. NOA Investors have invested in over 400 companies creating over 3000 new jobs.

NOA has been recognized by both the National Angel group (NACO) and the Angel Capital Association (ACA) as the top Angel Group in North America. Mary Long-Irwin, Executive Director, has also received the National Angel’s Lifetime Achievement Award at the 2019 World Angel Investment Summit.

Contact: Mary Long-Irwin, Executive Director, mary@northernontarioangels.ca or visit our website www.northernontarioangels.ca

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SUMMER 2021 WOMEN 9
Plant-based food vegetarians and meat-lovers will adore

Many of us are now looking to incorporate plant-based eating into our meals. But this can be a daunting task, especially for meat-lovers looking to reduce their meat intake or for vegetarians living in a world of meat-eaters.

To help spruce things up in the kitchen when it comes to going plant-based, try some new recipes that everyone will love, like this delicious fusion of two of the best types of food – pizza and pasta.

**Pizza Penne Skillet**

*Prep time: 15 minutes.  
Cook time: 25 minutes  
Serves: 4*

**Ingredients**
- 2 cans crushed tomatoes
- 12 oz (375 g) penne
- 2 tbsp olive oil
- 1/4 lb mushrooms, sliced
- 1 onion, sliced
- 1 red pepper, sliced
- 2 cloves garlic, minced
- 1/2 tsp dried oregano
- 1/4 tsp each salt and pepper
- 1 pkg Gardein Meatless Meatballs
- 1 cup shredded vegan mozzarella
- 2 tbsp torn basil leaves

**Directions**
- Cook pasta according to package directions. Drain, reserving 1/4 cup cooking liquid.
- While pasta cooks, preheat broiler. Heat oil in large ovenproof skillet set over medium-high heat; cook mushrooms for 5 to 8 minutes or until they start to brown.
- Stir in onion, red pepper, garlic, oregano, salt and pepper; cook for 2 to 3 minutes or until starting to soften. Stir in tomatoes and Meatless Meatballs; bring to boil. Reduce heat to medium low; cook for 5 to 8 minutes or until sauce is thickened.
- Add pasta and reserved cooking liquid to skillet; cook, tossing well, until pasta is well coated. Sprinkle with cheese.
- Broil for 2 to 3 minutes or until cheese melts. Sprinkle with basil.
Choose What Happens to Your Facebook Account When You Die

BY DONNA BROWN,
PRESIDENT, PC MEDIC COMPUTERS INC.

There are a few things that can happen:

Nothing: If no one lets Facebook know that an individual has died, their profile will remain active.

Memorialization: A relative or friend can request that the account be “memorialized,” which locks and freezes it forever but keeps it on the site. If a legacy contact exists, that individual will have limited access to the account and control of certain features.

Removal: An individual can stipulate that they would like their account to be deleted in the event of their death. A relative or friend can also request that a user’s account be removed from the site after they pass. All traces of their account will be removed from Facebook’s servers permanently.

Transfer of control: A user could give someone their password before their death so that this person could take full control of their account. However, this is a violation of Facebook’s terms of service.

If you choose 2 or 3. Facebook provides you with the following two options:

Set a “Legacy Contact,” who will manage your Facebook page after you’re gone. A Legacy Contact can accept friend requests, change cover and profile photos, and post tribute messages.

Delete your Facebook account completely. This is different from deactivation and means that all traces of your account will be removed from Facebook’s servers permanently.

Both of these options require the request of a relative or friend “Legacy Contact” to provide proof of death. The Legacy Contact must have a Facebook Account, and be over the age of 18.

To Add a Facebook Legacy Contact

• Click the down-arrow beside your profile picture at the top-right corner of your Facebook page.
• Select “Settings & Privacy.”
• Scroll down to “Settings” and click on it.
• Click “Manage Account” at the bottom of the list.
• Type in a friend or family member’s name and click “Add.”
• Let the person know they are your legacy contact by clicking “Send.”

To sum it all up, when you die, a relative or friend can request that your Facebook profile become memorialized if that is what you wish. Your photos and posts will stay visible, but no one will be able to log in to your account.

Your page will become frozen in time (with the exception of new posts from others if this feature is selected) and your legacy contact (if you have one selected) will not be able to post or delete anything aside from a pinned tribute and new profile and cover photos.

To Request Your Account is Deleted in the Event of Your Death

• Go to the top right-hand corner of Facebook while logged in and select “Settings.”
• Click “Manage Account.”
• Scroll down and select “Request Account Deletion.”
• Click “Delete After Death.”
• Someone will still need to notify Facebook to let them know you have passed away and provide proof of death.

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Creating a Healthy Routine in the Age of Quarantine

BY KATHY VRABLIK

Was your schedule hijacked by the pandemic? For many people since the onset of Covid-19, this is exactly the case, whether you lost your job, were laid-off, or are forced to work/learn from home. This dramatic shift in lifestyle has brought on a disturbing fluctuation in mental health issues.

Research indicates that having a schedule gives us a sense of control, achievement, and purpose, especially during stressful or uncertain times. When that routine is taken away, anxiety levels increase and motivation plummets.

Replace your lost routine with a new one. Dust off your trusty day planner and start using it again. Add these five activities to your new schedule to mitigate damage to your mental health while living the quarantine life.

**Social Time**

Isolation has increased levels of loneliness and depression for many people. It’s crucial to stay connected to the outside world, whether it’s through phone calls, video chats, social media, or outside visits. Staying in touch with family and friends will do wonders for your mental wellbeing.

**Exercise**

Exercise stimulates the brain to release feel-good chemicals and endorphins that lower stress and depression, and boost self-esteem. Unfortunately, gym closures have thrown many people off their fitness game, but this doesn’t have to be the case. Home-based exercise apps and videos are more popular than ever. With the click of a button, stream thousands of professionally developed workouts that train you safely and effectively, for less than you’d pay for a gym membership. Some are even free.

Another option... most personal trainers and fitness instructors have gone virtual. Your favorite trainer might be online just waiting for you to sign up with them!

**Limit Screen Time**

Excessive use of technology has been linked to decreased feelings of psychological wellbeing, and increased levels of anxiety, depression, and loneliness. Unfortunately, now that schools and work are primarily virtual, sitting for hours in front of the computer has become unavoidable.

It sounds like a losing battle, but there are defensive tactics you can employ. When that Zoom meeting ends, avoid extra technology time. Instead of watching a movie, aim to spend time in nature, play board games with your family, or read a book. Give your brain and peepers some much needed rest.

**Nutrition**

It all started with panic buying...stocking our refrigerators and pantries with longer-lasting foods (processed or frozen) to survive the pandemic. Now that the panic has waned, we can take a smarter approach to our nutrition. Healthy eating is essential for stabilizing mood, after all. Start by planning your meals for the week and making a list of groceries before you hit the market. Stick to whole, fresh foods, fruits and veggies, and lean meats.

**Self-care**

Fear of illness, job loss, and economic decline has led to increased levels of stress, depression, and substance abuse.

Find healthy ways to cope with overwhelming emotions. Try keeping a journal, spending time outdoors, yoga, meditation, talking to loved ones, or seeking professional help.

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Mental health is a touchy subject that shouldn’t be. It should instead be viewed as a natural part of health care, the same as going to the doctor or the dentist.

Encouraging that mindset has been the goal of Dr. Jennifer Sullivan, a clinical psychologist, for nearly 15 years. The long, dragged out COVID-19 pandemic has placed a sharper focus on mental health that Jennifer and her husband Trevor, a registered psychotherapist, a registered psychiatrist, and their staff at Sullivan + Associates have been tackling.

Changing The Conversation is the subject of a series in The Chronicle-Journal that puts the human face of mental health struggles before readers. Subjects have covered a diverse cross-section of issues and people whose plain and poignant revelations have allowed readers to perhaps see themselves and to then find the will to confront their own, similar challenges.

“The pandemic news cycle has been overwhelming for many readers,” says Greg Golden, managing editor of The Chronicle-Journal. Jennifer Sullivan’s column has been great because it gives people simple, easy-to-use ideas for helping their families through the angst and challenges we’re facing. It’s really served our readers well to offer hope and solutions when addressing these serious concerns.”

Jennifer Sullivan said driving on an approach to their message was the first step. “Let’s assume this as part of our identity to really, truly destigmatize and normalize mental health.”

Talking about mental health challenges is the right thing to do, Sullivan says, because with society comes shame. Keeping that feeling bottled up can create serious problems.

“Many people experience anxiety or depression,” she says. “It’s our natural human, if we are born through 5 without some issues.”

Sullivan + Associates have helped more than 20,000 people since opening their practice in 2007, treating issues such as anxiety, depression, grief, and post-traumatic stress.

“Jennifer is a wonder woman for our times,” says Hilda Caverly, Chronicle-Journal publisher and general manager. “She wears a lot of hats. She’s a mother, wife, entrepreneur, partner, caregiver, sister, survivor… an accomplished woman, adept at dealing with the demands of work and family. You name it, she can do it.”

Frank Augurso, advertising and sales manager at the newspaper, offers thanks to Sullivan and Associates “for their dedication and hard work in the community. Because of their ongoing, informative entrepreneurial spirit it’s no wonder they received the most votes and won first place in the Originators category of The Chronicle-Journal’s Entrepreneur of the Year Award.”

While mental health public awareness generally takes the form of a designated week or month, Sullivan decided in 2020 on a prolonged campaign of straightforward information over 52 weeks. Proliferating typical clients is one part of their approach; Jennifer’s monthly column allows a more detailed examination of mental health concerns that many people might not have had the courage to confront.

The column continues this year while the advertising segment of the campaign blows the form of what Jennifer calls “infographics.” These lay out in plain form a variety of mental health concerns and what you can do about them. The theme is “Helping You Live the Life You Desire.”

The graphics have so far dealt with mental health challenges posed by the pandemic. Subjects have included supporting kids during Covid, relationship stress and Covid fatigue. Another topic explained how pets are good for your mental health.

Many clients are seeking the practice of Mindfulness during lockdowns and Covid-related concerns. Many are not depressed or having panic attacks, said Jennifer, but complaining about a vague sense of anxiety over the pandemic’s long haul. “They’re just tired of it all; they feel a shell of their former selves.”

Jennifer likens it to treading water. By last fall people were getting worn down by lockdowns and their hopes for an end to be in sight but the pandemic was not going away anytime soon. By now, people are getting worn down by lockdowns and their hopes for an end to be in sight but keeping being delayed.

Jennifer Sullivan with office manager Roberta Barrow going over this year’s infographics campaign. Photo by Sandi Krasowski/Chronicle-Journal

“Change is a little like hitting a rock with a hammer 101st blow but it is all those blows over 52 weeks” that accumulate to cause attitudes to change.

“At the beginning of the pandemic, and in the minds of our clients, it was thought that things would get better after a few months, and now, we’re in the middle of our fourth lockdown,” Jennifer Sullivan said. “The pandemic news cycle has been overwhelming for many readers.”

The pandemic news cycle has been overwhelming for many readers,” says Greg Golden, managing editor of The Chronicle-Journal. “Jennifer Sullivan’s column has been great because it gives people simple, easy-to-use ideas for helping their families through the angst and challenges we’re facing. It’s really served our readers well to offer hope and solutions when addressing these serious concerns.”

Talking about mental health challenges is the right thing to do, Sullivan says, because with society comes shame. Keeping that feeling bottled up can create serious problems.

“Many people experience anxiety or depression,” she says. “It’s our natural human, if we are born through 5 without some issues.”

Sullivan + Associates have helped more than 20,000 people since opening their practice in 2007, treating issues such as anxiety, depression, grief, and post-traumatic stress.

“Jennifer is a wonder woman for our times,” says Hilda Caverly, Chronicle-Journal publisher and general manager. “She wears a lot of hats. She’s a mother, wife, entrepreneur, partner, caregiver, sister, survivor… an accomplished woman, adept at dealing with the demands of work and family. You name it, she can do it.”

Frank Augurso, advertising and sales manager at the newspaper, offers thanks to Sullivan and Associates “for their dedication and hard work in the community. Because of their ongoing, informative entrepreneurial spirit it’s no wonder they received the most votes and won first place in the Originators category of The Chronicle-Journal’s Entrepreneur of the Year Award.”

While mental health public awareness generally takes the form of a designated week or month, Sullivan decided in 2020 on a prolonged campaign of straightforward information over 52 weeks. Proliferating typical clients is one part of their approach; Jennifer’s monthly column allows a more detailed examination of mental health concerns that many people might not have had the courage to confront.

The column continues this year while the advertising segment of the campaign blows the form of what Jennifer calls “infographics.” These lay out in plain form a variety of mental health concerns and what you can do about them. The theme is “Helping You Live the Life You Desire.”

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Jennifer Sullivan with office manager Roberta Barrow going over this year’s infographics campaign. Photo by Sandi Krasowski/Chronicle-Journal

“We’re all grieving for our life as it was,” she says, “not knowing what our future will be and when this will end. If we just had a deadline:

“We’re so over it, but it’s not over.”

Much research on long-term stress has been around the lingering effects from natural disasters such as floods and forest fires. Those events come and go relatively quickly and when they’re over the healing can begin. In the case of Covid, the year-long stresses can have mild to serious effects on mental health; some may be long lasting.

A typical client these days complains about little things piling up. The kids are at home, there may be financial worry about catching Covid while their partner might have the courage to confront.

Contact relationships can get troubled and some people get angry. A business owner might take to Facebook to vent their exasperation in ways that seem out of character.

Men can have particular trouble coping with Covid frustration, but expressing it may be viewed as a sign of weakness. “It’s ingrained in them as boys,” Jennifer says. “Don’t cry. Suck it up. So they find it really hard to admit to having mental health challenges let alone seek help.”

Some men can even become suicidal while keeping their emotions bottled up. In one of her recent columns, Jennifer wrote that men account for about 75 per cent of all deaths by suicide in Canada. Covid is only making matters worse which makes the act of seeking help all the more important.

If you suspect that anyone in your life may be considering suicide, talk to them, Jennifer advises. “Talking about suicide won’t make things worse or cause a person to suicide – but it could save their life.”

Jennifer Sullivan with Lyne Hoffman working with a client in their play therapy room. Photo by Sandi Krasowski/ChronicleJournal

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Find a quiet place to talk and let the person know you are worried about them, she says. “Ask them if they have been thinking about suicide. Listen non-judgmentally. Let them know you are there for them. Encourage contacting a physician or mental health professional.”

Jennifer says it is important to realize that mental health issues affect everyone to one degree or another. “It’s not just you. It’s all of us.”

By Changing the Conversation about mental health we can learn and ideally eliminate the stigma that often surrounds problems that people are experiencing, and the judgment that can arise. “We don’t make fun of someone with cancer,” says Jennifer, “so why would we make fun of someone who is crying.”

Has this busy psychologist seen progress in making mental health a conversation as normal as any other health care issue?

“As a society we have made progress,” she says, “but it’s slow. It is hard to change ingrained attitudes and pre-existing beliefs.”

The Sullivan decided that a good way to do this was to tackle mental health stigma through year long awareness campaigns.

“Change is a little like hitting a rock with a hammer 101st blow,” Jennifer says. “The rock splits on the 101st blow but it is all those blows over 52 weeks” that accumulate to cause attitudes to change.

This repellent of a diversity of situations gives us a unique advantage:

Jennifer Sullivan with office manager Roberta Barrow going over this year’s infographics campaign. Photo by Sandi Krasowski/Chronicle-Journal

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Jennifer Sullivan with office manager Roberta Barrow going over this year’s infographics campaign. Photo by Sandi Krasowski/Chronicle-Journal
**Blushing Bellini**
*Time: 15 minutes. Yield: 6 drinks*

**Ingredients**
- 1 cup chilled peach purée, preferably white (about 2 ripe peaches or purchased purée)
- 1 bottle (750 ml) rosé prosecco, preferably brut
- 12 fresh raspberries

**Method**
- Place 2 tablespoons peach purée in each of 6 champagne flutes. Slowly add 4 to 5 ounces prosecco, stopping as it bubbles up and continuing once it settles.
- Drop 2 raspberries into each glass and serve.

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**Melon Agua Fresca**
*Time: 20 minutes plus chilling (optional). Yield: 4 drinks*

**Ingredients**
- 2 cups cubed ripe watermelon or honeydew, chilled
- 2 cups ice cubes
- Juice of 1 lime
- 1 tablespoon simple syrup or agave syrup to taste (optional)
- 1/2 teaspoon salt, or to taste
- Pinch ground white pepper
- Basil sprigs for garnish

**Method**
- Purée the melon with ice in a blender. Stir in lime juice, syrup to taste, salt and pepper.
- Transfer to a pitcher, add 2 cups water, stir and chill or pour into ice-filled glasses. Garnish with basil and serve.

---

**Spanish Gin and Tonic**
*Time: 10 minutes. Yield: 1 drink*

**Ingredients**
- 2-1/2 ounces gin
- 8 juniper berries, lightly crushed
- 2 dashes Angostura bitters
- 2 to 3 strips lemon peel (about 1/2 lemon)
- 4 ounces good-quality tonic water, chilled

**Method**
- Half-fill a large stemmed wine glass with ice. Add gin, juniper berries and bitters; stir.
- Twist lemon peels over the glass to release the oils and drop them in. Add tonic water, stir and serve.
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What’s new with Laminate Countertops?

Solid surface and granite countertops have been on the wish list of kitchen renovators for the past decade. These countertops can prove to be very pricey. With the advent of advanced laminate technology, you can get the same look at a fraction of the cost. Check out these design ideas...

Made with AEON Enhanced Performance Technology, which provides an extra protective layer, Wilsonart’s Crystalline Onyx laminate countertops feature a medium-scale quartz/marble effect in warm grey and beige hues.

Give your counters the look of metal at a more affordable price with Nevamar’s Silver Alu Metalx laminate countertops. This easy-to-maintain metal-like surface is available through local dealers and universally appealing to those who love clean, streamlined design.

Recreate the look of a butcher-block countertop at a fraction of the price with Pionite’s Select Butcher Block laminate countertops. The easy-care surface can be cleaned with mild soap and water without the need for special treatments or sealers.

Make a statement with Formica’s Dolce Vita 180fx laminate countertops. Made with advanced printing technology, the laminates in the Formica countertops reproduce exotic stone and granite patterns with unmatched realism in an overall five-foot span.

For an organic look with luxe shine, try Formica’s new Mineral Terra offering in their Radiance finish. The shimmering smooth glass effect on the laminate countertops are penetrated with a texture of 3D holographic facets that refract and reflect light.

Give your kitchen the rich, earthy character of travertine counters on a budget with Formica’s Travetine Gold laminate countertops. The honed Etchings finish adds depth to the alternating cream, caramel, and gray colors of the vein-cut travertine pattern.

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6 ways to design your dream backyard

With more time spent at home, designing a space that feels like a mini getaway is increasingly important. Whether you’re looking to move your dining experience outside or wanting to create a calming retreat, here are six ways to achieve your dream backyard.

Splurge on patio furniture
If your patio furniture is looking worn and tired, it might be time to consider investing in quality items that will last for seasons to come. Select pieces that are both functional and timeless. When styling the sitting area, try a large sectional. Not only will it create a more intimate atmosphere, but it will also provide ample space for lounging. Use throw blankets and decorative pillows for colour and texture.

Extend the season
Patio season can be enjoyed all year long if you play your cards right. For the ultimate makeover, add a firepit or outdoor heater, so you can keep spending time outdoors when the nights begin to cool. It’s even better if you can stay cozy while you stargaze.

Consider shade and privacy
A custom-made gazebo or pergola helps keep an outdoor space shady and cool and makes for a stunning feature. Whether you want to tackle a DIY project or are looking for help with installation, Home Hardware’s backyard project packages can provide you with blueprints, quality materials, expert advice and everything you need to get the job done.

Enhance your outdoor dining
Elevate your dining experience with a trendy new pellet grill that allows you to sear, bake, roast and smoke. This will give the chef in your house the perfect excuse to whip up some classic burgers or a wood-fired pizza. Wood pellets are available in a variety of flavours, like apple, hickory, maple, oak and more, so you can experience gourmet food from the comfort of your backyard.

Amp up the ambiance
Don’t forget to add some atmosphere with lighting and the right finishing touches. String lights are a must-have for making a space feel bright and warm as the sun goes down. Adding greenery and florals to your patio or deck space will also infuse charm and privacy. Consider going with tropical plants to bring a touch of the Caribbean to your home.

Let the games begin
Enhance that getaway feeling by adding entertainment to your backyard. Take games night outdoors with Bocball — a family-friendly game that’s perfect for people of all ages. If you’re in the DIY mood, you can also make a bean bag or washer-toss game. These simple additions will keep the whole family having fun all season long.
Home Check provides peace of mind

Whether you’re away for a few days, a few weeks or a few months, Therese Augruso is there to make sure your home is secure and you’re at ease knowing everything will be taken care of.

Thunder Bay Home Check Inc. is available to make daily checks on your property, as well as pick up the mail and check in on your pets.

“I am an independent incorporated business, which means I have a business licence and insurance coverage as required.” Therese says. “There are no other private businesses in Thunder Bay that offer the same individualized services that Thunder Bay Home Check provides,” Therese says.

After retiring as a general lines insurance broker, Therese wanted to keep in contact with the community and saw a need for this type of service in Thunder Bay.

The venture was launched in the summer of 2013 and as a new concept Therese wasn’t sure what kind of response she would receive.

“I am very pleased with the growth of my business and have met wonderful clients,” she says.

At Home Check, Therese will discuss the specific needs of a homeowner. Her staff, another employee and several on-call providers, will make regular checks and perform work such as snow removal and grass cutting. They will also inspect for damage after inclement weather and deal with insurance issues so that any unexpected development can be dealt with promptly.

“I feel that my expertise in the insurance industry gives my clients confidence that they have made the right decision in hiring me to look after their most prized possessions,” she says.

Therese spent nearly 30 years in the insurance industry and knows the importance of having a reliable person check your home while you are away.

“Read your insurance contracts so that if the unexpected happens you are protected,” she advises.

The success has led her to plan an expansion of the services Thunder Bay Home Check offers, such as small home repair projects and renovations.

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Cancer saved my life. That’s right. Thanks to that shocking wake-up call back in 2012, I feel more present and alive than I ever have. I was diagnosed with an aggressive breast cancer 3 days after I celebrated my 40th birthday. I was at a point in my life where I can honestly say that everything looked so picture perfect on the outside. The reality was that everything on the inside was dying… my mind, my body, my soul. The lessons I learned from having my life go from busy working mommy to bald, nauseous, weak patient shook me to the core. Countless waiting rooms in blue gowns… needles, and I could describe every single detail of the chandelier that hung above my bed where I lay for weeks at a time. These lessons have been deep and I hold them dear. These hard lessons are what inspired me to do incredibly scary things in my life. I have walked away from security, safety, high paying careers, and toxicity because of my “cancer lessons”.

Probably the biggest lesson for me, was that I believe I had a big part in attracting my sickness. I used to be stressed trying to keep up the perfect façade. I got little sleep, and I used to always use phrases like “this is killing me“ and “I feel like I am dying.” One thing I have learnt as a certified holistic cancer coach and life coach, is that you shouldn’t say something that you don’t want to come true. Your words are very powerful. Nonetheless, since my cancer battle, I found myself to be a single mom in her 40’s raising 3 teens in Toronto with no support, and sink or swim, it was up to me. It’s funny how strong you can be when you need to be. The lessons I learned through all my struggles were deep and I want to share them with you, in hopes that they will give you hope too!

Following are the 12 major life lessons that having cancer taught me:

Know exactly who you are. Often people “think” they know who they are, but most have never really stopped to introspect. Who are you? Are you who others say you are? What do you stand for? What are your values that help you make daily decisions? The better you know yourself and the details of your personality, wants, likes, dislikes & needs, you will not be as swayed by the opinion of others. You will be able to say “No” to things you know that won’t serve you and yes to things that make you happy. The more you know who your authentic self is, the more you will live confidently in your purpose. You will shine from the inside when you live your authentic life. It’s a gift to yourself. I used to live based on the expectations of others. Not anymore.

Don’t let judgement of others control you. The famous “what will people think?”… It is a life’s curse. This keeps people playing small. Giving value to the judgement of others crushes dreams. Period. Stand in your power, with confidence in knowing who you are and in the decisions you make, and don’t give other’s the remote control to your thoughts & feelings.

Recognize what is really important to you. This is a part of knowing who you are. What are your core values? Mine are: Family, Ethics, Adventure, & Impact. When you stop to really think about this, you will make decisions so much easier. Everything you do will be aligned with your core values. Stop focusing your time on things that don’t serve your purpose. Live authentically, aligned with your core beliefs. It’s a beautiful, strong way to live.

Time is precious – don’t waste it. We only have 1440 minutes in a day. Once they are gone... they are gone and we can never get them back. Be present and really treat your time with value. Live with purpose and understand that one day you will look back at your life and will run out of time to do all the things you wanted to do. Say no to things you don’t want to do and that don’t align with your heart & values. Your children will grow up. You can’t get that time in the car driving them to school again. Make it count.

Make a happy list. I loved this. Sit down and write 30 things that truly make you smile from the heart. It’s not easy. Look back at your life and remember the times you were laughing, or excited. What were you doing? I realized through this exercise that I loved Salsa dancing. So I signed up for group classes and it changed my life. When you know what makes you happy in life, you then decide to incorporate more of these things into your daily life. A happy life is a choice. What makes you happy? Do more of this every day!

Let go. This one is tough. Let go of all that does not serve you and align with your core values. Let go of your past. Living there will keep you there. Let go of attachments to people and things, so you can create healthy space for the new. What you focus on grows, your energy flows, and your results show. Fail forward and let go of anything that’s pulling you backward or blocking you from living your best life.

Do hard things for an easy life. Thank you Les Brown for this quote. You want to live an easier future? Do the hard things now. Get up early. Exercise. Make good food choices. Cook. Be dedicated & disciplined. Sit and meditate. All these things and more will give you a future with ease and pleasure. Choose the easy path now (sleep in, eat fast foods, sit on your couch watching Netflix) and will experience a more difficult life in the future. When you are 80, do you want to be in a wheelchair or hospital bed… or dancing on a beach? Your choices today will dictate that. Tell yourself “I do hard things!”… and do them.

Leap & the Net will appear. Just do it. Take messy action. Progress not perfection. If you are passionate about doing or trying something…. just leap. This is one of my favourite quotes and it’s how I live my life. The leap is my freedom, and the net is my faith in myself and in a higher power. Trust that whatever happens: “I can handle it.”

Focus only on what you can control. Too often we focus on what we can’t control, and this is a complete waste of time. You can only control YOU. You can control how you speak to someone, how you walk into a room, your words, tone of voice, nutrition choices, lifestyle choices etc. You cannot control what anyone else does. You can’t make someone love you, or control their choices and actions. You can’t control the weather, traffic, etc. Stop wasting sooo much of your time on trying to control what you can’t. You want to change your world? Start within you. You be the change.

Be an attractor not a reactor. I love this one. I used to think that everything used to just randomly happen to me. When I started to do the inner work, I realized that I live in choice. I realized that I am a magnet for good and bad, and that the energy I put out into the world would come back to me. So I started to plan and live with purpose. I decided that I will not chase things, but believe and feel that they are coming to me.

Story continued on the following page.
I have learned the art of The Law of Attraction. You don’t get what you want, you get what you feel. Stop reacting and living randomly. Stand in your power. Stand in your purpose, and attract with confidence. Your energy is powerful.

**Invest in your personal development.** This is so important. Knowledge is power. Invest in your mind. Learn how to improve yourself on all levels. Take courses, read books, listen to podcasts, hire a coach. It will seriously guide you to living your best life. I used to have a victim mindset: Everything happened to me. I now own my choices, and I owe it to all the personal development I did and will forever do. It’s the best investment you can make, and no one can take it from you. Never stop learning and improving. You do have control of your life. You are not stuck.

**Be aware of the words that leave your mouth.** Your words are so powerful. I remember saying to myself back in 2011 when my marriage was failing, “This is killing me.” “I feel like I’m dying here.” And you know what? That is exactly what happened. Your body doesn’t betray you, it obeys you. I called in cancer into my life. I felt stuck and my body listened to what I was manifesting. Pay attention to your words, and never say anything that you don’t want to come true. Start your morning with beautiful affirmations: “I am healthy. I am strong. I make good choices. I am loved.” You get the idea. Your body will listen to you, and so does the power of the universe.

Nina Ruberto is a certified holistic cancer coach, life coach, and motivational speaker, born & raised in Thunder Bay and currently living in Montreal.
Now more than ever, our phones have become a crucial part of our lives. They connect us to work, friends and family, and provide entertainment and information when and where we need it.

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The Tbaytel Store is a one-stop-shop for all your mobility needs, including repairs. From cracked and broken screens, to faulty charge ports and batteries, our professionally trained technicians are prepared to repair the latest mobile devices.

As one of Thunder Bay’s most trusted locations for mobility repairs, we offer services for all major cellphone brands. As the only Apple Authorized Service Provider for mobile devices in town, our staff are also specially trained to diagnose and repair your device up to Apple’s factory standards, with many repairs being completed in-store within one business day or less.

Bringing your iPhone to an Apple Authorized Service provider offers many benefits. Tbaytel is able to source parts directly from Apple, which helps prevent a repair leading to other issues including reduced battery life, overheating, poor display and even early failure of your device. We also have full access to Apple’s diagnostic tools, which provides a fast and reliable diagnosis of your device’s problem, and ensures that your iPhone is fixed quickly and correctly. Using approved tools and techniques, Tbaytel can expertly repair your device the way Apple intended it to be repaired, preventing additional damage caused by disassembling it incorrectly.

By getting your repair done at Tbaytel, your phone will maintain its original warranty after the repair is complete, and if your warranty has already expired, all our in-store repairs carry their own 90-day warranty. When you bring your iPhone to a non-authorized repair shop, Apple can deny future support claims, even if you have purchased AppleCare+. Tbaytel also applies the same rigorous standards to repairs of Samsung and Android devices.

Most importantly, Tbaytel is committed to providing our customers with options. With enhanced repair, you can get your out-of-warranty devices fixed – and we’ll even provide you with a loaner device so you never have to go without a phone. If a repair isn’t the best option, we can find something that is with our new Certified Pre-owned program. These pre-owned phones are refurbished, tested, inspected, cleaned and re-packaged to look and function like new, and are backed by a 90-day standard warranty.

Don’t let phone issues get you down, put it in trusted hands at the Tbaytel Store, where we are committed to keeping you connected.
To the strong women of Thunder Bay
from the strong women of
Sullivan + Associates

HERE’S TO STRONG WOMEN.
MAY WE KNOW THEM.
MAY WE BE THEM.
MAY WE RAISE THEM.
Beyond the “she-cession:” gender inequity in health research and trials

Lately, we’ve seen a focus in the media around the economic toll COVID-19 is taking on women across the country. This crisis has been called a “she-cession” by economist Armine Yalnizyan, and its impact will be felt for a long time.

However, there’s a gender inequity issue that’s been hiding in plain sight for years – the gender gap in healthcare, which involves the legacy of inequity in clinical trials and the health research process.

Women have only been required to be included in clinical trials for about 20 years. This means that we have a gap in information on how women react to certain therapies, which leads to women suffering from up to 75 per cent of all adverse drug reactions.

Parallel to this is the issue of women’s health research being chronically underprioritized. Studies have shown that women’s health research is funded less often than men’s, for shorter terms and for lower funding amounts, with less than eight per cent of national funding supporting women’s health research.

And the disparity doesn’t end there. Women researchers themselves, who are most likely to investigate issues pertaining to women’s health, are less likely to receive funding than men.

The lack of research into women’s health is particularly alarming, as the result is a shortage of information around women’s unique health needs, including symptoms and how diseases may present in a woman’s body. This lack of research leads to women’s symptoms being misdiagnosed because the data around their unique physiology simply doesn’t exist.

Fortunately, there are researchers and organizations working to remedy this problem. One such organization is Women’s Health Collective Canada, a first-of-its-kind strategic alliance between three top women’s health foundations in the country. The collective is raising awareness of the legacy of inequity in healthcare and raising funds for urgent research studies that will ensure women’s health research catches up.

Through organizations like this one and women’s health researchers focusing their attention on sex-based results, there’s hope that the next generation of Canadian women will be provided with the standard of care they deserve.
Over the years I’ve written thousands of words on a little protein molecule, Glutathione (GSH). The more and deeper you delve into the research the more you shake your head and come to the conclusion this could be the biggest medical discovery in the past 50 or more years.

One only has to go to PUBMED, the Public Medical Library, to find that in the last 20 years more than 150,000 submissions have been entered on Glutathione. Nothing else is even close in all of medicine. When you consider the implications ‘GSH’ has on the entire body, the statement I made could well be true.

If not for the work of medical researchers and professors of medicine at McGill University, Dr. Patricia Kongshavn and Dr. Gustavo Bounous, the world’s medical geniuses would still be scratching their heads in attempts to get GSH into the cells. It was no easy task and after 20 years and $10 million in research money, success was achieved.

Today 79 medical patents worldwide have been filed and the company, Immunotec Research Inc. continues to push the boundaries. Since 1996 when the company was formed, another $15 million has gone into research and a new push has begun.

Prior to the major focus on the brain, Immunotec and their flagship product Immunocal had amassed 74 published studies written by 194 authors, featured in 47 medical journals, 20 gold standard double-blind human studies, and research conducted in 122 institutions worldwide.

Two years ago the brain thrust began with Immunotec hosting a Neurology Symposium in Montreal. Doctors of Medicine (MDs) and Doctors of Philosophy (PhDs) from prestigious universities in North America and the U.K. presented and discussed their research. Researchers made it clear that changes in brain glutathione levels are critically linked to brain health.

One must remember, ailments such as Alzheimer’s, Parkinson’s, Multiple Sclerosis, Schizophrenia, ALS, Autism, Concussions, are a few of the many brain related problems.

It didn’t take the team long to get into action. At the Alzheimer’s Association International Conference, Dr. Daniel Linesman, University of Denver did a presentation explaining how cysteine-rich whey protein Immunocal has positive effects on nervous system disorders. Afterwards, a patent was filed.

The following three brain patents are currently in progress with more to come.

2. Compositions for Restoring Gene Expression in Neuropsychiatric or Neurodegenerative Disorders.

The product Immunocal is safe, convenient, effective and the ONLY product scientifically and clinically proven to raise Glutathione at a cellular level. You only have one body and GSH is your body’s most powerful protector and healing agent.
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