

NEWHOMES

Building on the healthy lifestyle trend



MARTIN SLOFSTRA
EDITOR'S
NOTE

If there's one thing the town of Collingwood has plenty to offer, it's healthy lifestyles.

And of course, the first things that spring to mind at this four-season playground are all the local amenities: the Georgian Trail, the Georgian Bay waterfront, the Blue Mountain ski-hills, just to name a view.

My recent visit to Collingwood at the invitation of MacPherson Builders showed me a whole other side to the healthy lifestyle trend, and that is the way this Town is embracing the organic movement.

First stop on my early February tour was the sales office of the View condos. The map in the sales office shows it all. In Collingwood, there are no shortage of things to do: skiing, biking, sailing, snow-shoeing. And also, says Jennifer Wootton, sales manager, large balconies and the site's many amenities should keep buyers happy too.

(When complete, The View will feature two mid-rise buildings of four storeys with 72 units in total. Occupancy is scheduled for Fall 2020.)

There's more to this healthy lifestyle trend than meets the eye.

Our second stop on our tour is The Press Market, an organic restaurant literally only steps away from the site of the condo.

I spoke to Jaye Johnston owner of this organic eatery and he is on a mission to make organic food more affordable. (www.pressmarket.ca).

Johnston, and his wife, a certified nutritionist moved to Collingwood about three years ago, giving up his lucrative job in the pharmaceutical industry, to join in a business venture started by his sister.

Business is good. For example, he talks about the celery juice craze and he can't even keep it in stock.

It also helps that "Collingwood is such a great area, the locals really support us and on weekends, we get the tourists," he says.

Organic is a term, he says, that can be used too loosely, adding both the food and the processes need to be certified. But that is not the main challenge.

"Most people are well-versed in what organic is, the problem is showing the value of what we have," he says. "Here, we are about sourc-



The View in Collingwood, Ont. will feature two mid-rise buildings of four storeys each with 72 units. Occupancy is scheduled for Fall 2020.



The Press Market, a new restaurant located in Collingwood, is out to prove that eating organically is not only healthy but tastes good.

ing all of our produce locally and keeping prices reasonable." And contrary to the belief organic food does not taste as good, "I'll put my food against anything out there."

More evidence that healthier lifestyles are sweeping through this community comes at the next stop on our tour — The Serendipity Candle Factory — where owner Jennifer Ageeb and associate Dee Walsh are embracing organic with its line of soy-based candles. (www.serendipitycandlefactory.com.)

Unlike "mainstream candles," Walsh says Serendipity candles are the best choice for your home and the environment because they contain no harmful ingredients that are often linked to allergies, asthma or other respiratory issues.

Soy candles also burn twice as slow as paraffin, allowing you to enjoy them for twice as long. Additionally, the scent is much stronger



PHOTOS BY KATE WESSEL

Serendipity stocks a wide variety of organically made candles.

and more pleasant, she says.

Walsh says the company is careful to source all of its wax from companies that are committed to meeting these standards.

All of this of course, is great to see. The organic movement is not only about food, but is finding its way into home decor too.



Graduates have kickstarted their careers after completing George Brown College's residential construction management certificate program.

George Brown program boasts 90% job placement



RICHARD LYALL
RESCON

Another great class of graduates have kickstarted their careers after completing George Brown College's residential construction management certificate program.

In this 28-week program at the Angelo DelZotto School of Construction Management, students spend the first semester in class and the second on site in a paid field placement with various RESCON builder members across the GTA. Participants are graduates of the three-year Construction and Civil Engineering Technology program.

About 60 students have graduated in its six years, with more than 90% of them being placed in a job after graduation.

RESCON sponsors partial tuition scholarships for this experiential learning program. Here's why: we need people to work in the industry on the construction management side to work on procurement, quality control and defects prevention.

I'm talking about a lot of jobs at the junior level for new hires: site supervisors, residential project managers, project coordinators, site coordinators, site clerks, estimators, supervisors and superintendents.

Here's three graduates' thoughts. **NAME:** Tamara Baptiste, 38, Richmond Hill (project coordinator)

PROJECT: The Wyatt condo (Daniels Corp.)

COMMENTS: "So far, it's been very good. The biggest challenge for me was during the internship. It was

hard but very beneficial to learn more about the different trades, including HVAC, drywall and mechanical.

"I have been working very closely with the finishing super as his assistant. My goal is to be a finishing super in the very near future."

NAME: Vertille Lewis, 42, Whitby (site coordinator)

PROJECT: 10 York St., Toronto (Tridel Corp.)

COMMENTS: "In terms of the RESCON program, it's a smart way of getting in the door. Networking plays a very, very strong role in your career path. It's up to you to take advantage of it."

NAME: Ishan Naimi, Brampton, 29 (assistant supervisor)

PROJECT: 11 townhouses back-to-back and stacked, Brampton (Daniels Corp.)

COMMENTS: "At the RESCON program, we learned about the pre-installation checklist. I'm incorporating what I learned to the project that I'm currently at."

"The main thing you get out of this is the co-op. You have to adapt, to step up and be part of a team."

Congratulations to all of the graduates, and thank you all for strengthening our industry. For more information, visit <https://www.georgebrown.ca/programs/residential-construction-management-program-postgraduate-t408/>.

— Richard Lyall, president of RESCON, has represented the building industry in Ontario since 1991. Reach him at media@rescon.com