DUGERS

Generations of the styled man



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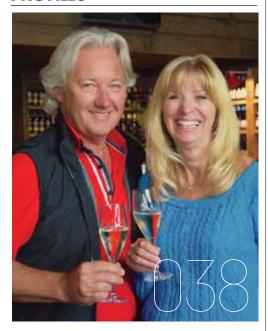


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ROSS'S Notebook

DUGGERS Generations of the styled man

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Once again we find ourselves moving into another Nova Scotian fall; a time where our city and its residents shed the colours of summer and transition into a splendid array of warm hues.

This year has been a fantastic one of opportunities for us at Duggers. Our partnership with Hugo Boss that we announced in last year's fall magazine has culminated in the completion of the newly-renovated, exclusive BOSS section in-store. In addition, we had the privilege of hosting a wonderfully successful grand opening party for the section with Hugo Boss' Canadian sales agents and our clients.

This year has also seen even more growth and development in our city. It's encouraging to see young people, recent construction and fresh opportunities breathing new enthusiasm and excitement into Halifax. In particular, the Spring Garden Road area has made great strides in improving the aesthetics of the area as well as the accessibility. The lack of parking has been alleviated by the new parkade under the new public library as well as several other parking developments in the area. We can now boast that there are more than 800 parking spots in the Spring Garden Road vicinity.

In the fashion industry, unique challenges and innovative solutions have resulted in some of the most streamlined and stylish collections we have seen to date. This has translated into a wider variety of curated styles and brands that we are able to offer our customers both on the main floor in Duggers and in our lower level, D2.

Our team continues to grow in size, professional experience and knowledge. In our constant mission to offer the best service and make shopping at Duggers a true experience, the staff has been an integral part of making that mission a reality for our customers.

Yet none of this would have been possible without our loyal clients who continue to support us and motivate us every day to offer the best service possible. Thank you for your continued patronage. In addition, I would like to extend a special congratulations to Sidney Crosby and Ryan Bowness of the Pittsburgh Penguins on the team's big Stanley Cup win this year. To all of our clients, I hope you enjoy reading through this year's edition of the *Duggers* fall magazine. See you soon!



Ross McNeil Owner, Duggers





EVENTS »

Coppley

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September 29 - 30, 2017

Join Mike Moroz from Coppley and the sartorial specialists at Duggers on Friday, September 23 and on Saturday. September 24 for a custom suit fitting and save 20% on a custom suit, sport coat or trousers. Perfect fit, perfect style — because everyone has a reason to be their best.

ANNUAL SHOPPING **UNDER THE STARS**

November 17, 2017

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SERVICES

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Appointments

We know you can't always make it during our regular business hours. Give us a call and we'll arrange a time that works with your schedule.

Not from the area? We can ship gifts or altered items across Canada, on our dime.

Wardrobe consultation

Need a new wardrobe and don't know where to start? Don't know how to coordinate what you have in your closet? One of our knowledgeable sales associates can help, starting in your own closet. We will arrange for an associate to come to your home, take inventory of your current wardrobe, and suggest ways to work with what you have, as well as suggest items you may want to consider to prepare for the upcoming seasons. And our tailor can readjust older items so that they can be worn and enjoyed anew.

Kids' room

It can be difficult to enjoy your shopping experience when you have children to occupy. Duggers will entertain them for you in our fantastic kids' room. With beanbag chairs, colouring books, cartoons and colourful surroundings, your kids will want you to keep on shopping. We've even got the snack covered with free popcorn and a drink.

STORE POLICIES GENERAL INFO

Return policy

If you're not completely satisfied with your purchase, feel free to return it. We're happy to offer you a repair, replacement or refund. Duggers will do what it takes to keep you satisfied.

Gift cards

The perfect gift is the one that always fits. Duggers gift cards can be for as little or as much as you would like and they will never expire. Gift cards are available for purchase online.

Giving you the inside scoop

Make sure to give us your contact information so that we can let you know about promotions, events and new arrivals. You can choose how we contact you, whether it is via email, phone or regular mail.

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PROFILE

A passion for the

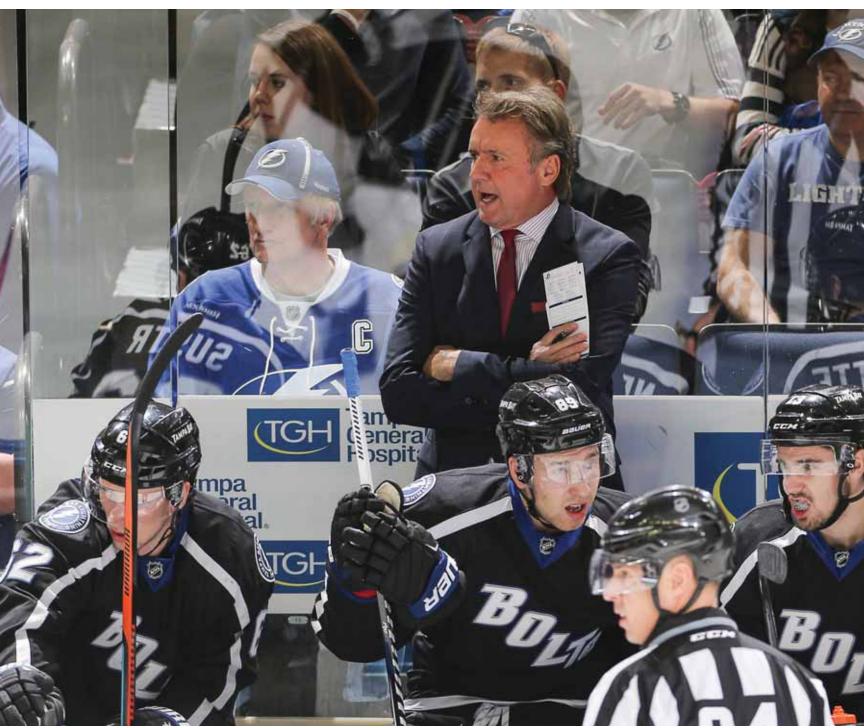


Photo: Tampa Bay Lightning / Getty Images

Rick Bowness' fire for a Stanley Cup still burns bright after 42 years in the pros

By José Colorado

game

At 62-years-old and 42 years deep into his chase for Lord Stanley, Rick Bowness' fire burns as bright as ever.

Speaking from his Halifax home, the five-time NHL head coach doesn't loathe over the oh-so-close chances of the past nor lament the uphill battle his current Tampa Bay Lightning squad must forge to capture the elusive Cup.

Instead, Bowness is appreciative for his journey from Halifax via Moncton and for the life-long opportunity he has been given entering his 43rd year associated with the NHL.

"One thing I often tell the players is that every day in the NHL is a blessing," Bowness said, who relocated early in his childhood to Halifax. "I still love every aspect of the game. If you can coach a game, play a game — it's a blessing. But you have to respect the game and respect the league and I've never lost sight of that. "At 62 years old I've only ever worked in hockey, which is very rare. I know many people don't get to say that."

In June of 2016 Bowness signed a multi-year extension as associate coach with the Lightning. That deal will keep him on the books for the next two seasons but, in having made stops in five different NHL cities as a head coach (Winnipeg, Boston, Ottawa, New York Islanders, Phoenix Coyotes), Bowness' services are anything but run-of-the-mill.

Notwithstanding this past season's (2016-17) postseason absence, the Lightning have recorded three playoff berths, one Stanley Cup appearance, one Eastern Conference championship and another showing in the conference finals during his time with the franchise.

This past year the Lightning missed the post-season despite posting 97 points via a 42-30-10 (win-loss-overtime loss) record and ranking fifth in defence and penalty-killing — Bowness' current area of expertise.

"First, we've got to get this team back in the playoffs. Two years ago we had 97 points and went to the conference finals but we lost to Pittsburgh in seven games. This past season we had 94 points and missed the playoffs, so every game counts. It doesn't matter if we're playing in October, November or December — they're just as important," Bowness said.

"Next year, I don't think that message will fall on deaf ears. The lesson has been learned because everyone was very frustrated we didn't make it — regardless of the injuries we had. I think they see now how fine the line is between winning and losing and how important three points can be in this league."

Bowness would certainly know. Eclipsing the 2,165 mark on Feb. 10, he became the all-time leader in NHL games coached this past season by usurping legendary coach Scotty Bowman. His NHL head coaching record stands at a pedestrian 123-289-48-3 mark over nine years but many of those seasons come as the expansion head coach for the Ottawa Senators in the early to mid '90s.

On the other spectrum, Bowness has had his fair share of cracks at the ultimate prize. His most recent showing came in 2015 when the Lighting fell in six games to the Chicago Blackhawks. As an assistant coach for the Vancouver Canucks he was even closer in 2011 by holding a 3-2 series lead before the Boston Bruins rallied in the final two outings.

It's all made for a thicker skin, but also for many moments of reflection for improvement. "The game is so much faster than when I first got into coaching. It's not so much about the tactics of the game but it's the speed of the game. You also have to consider it's much more of a business now for the players and everyone involved," he said. "The fundamentals of the game have never changed but everything around the game has. But you adapt, you evolve with it. The game won't change for you, you change for the game."



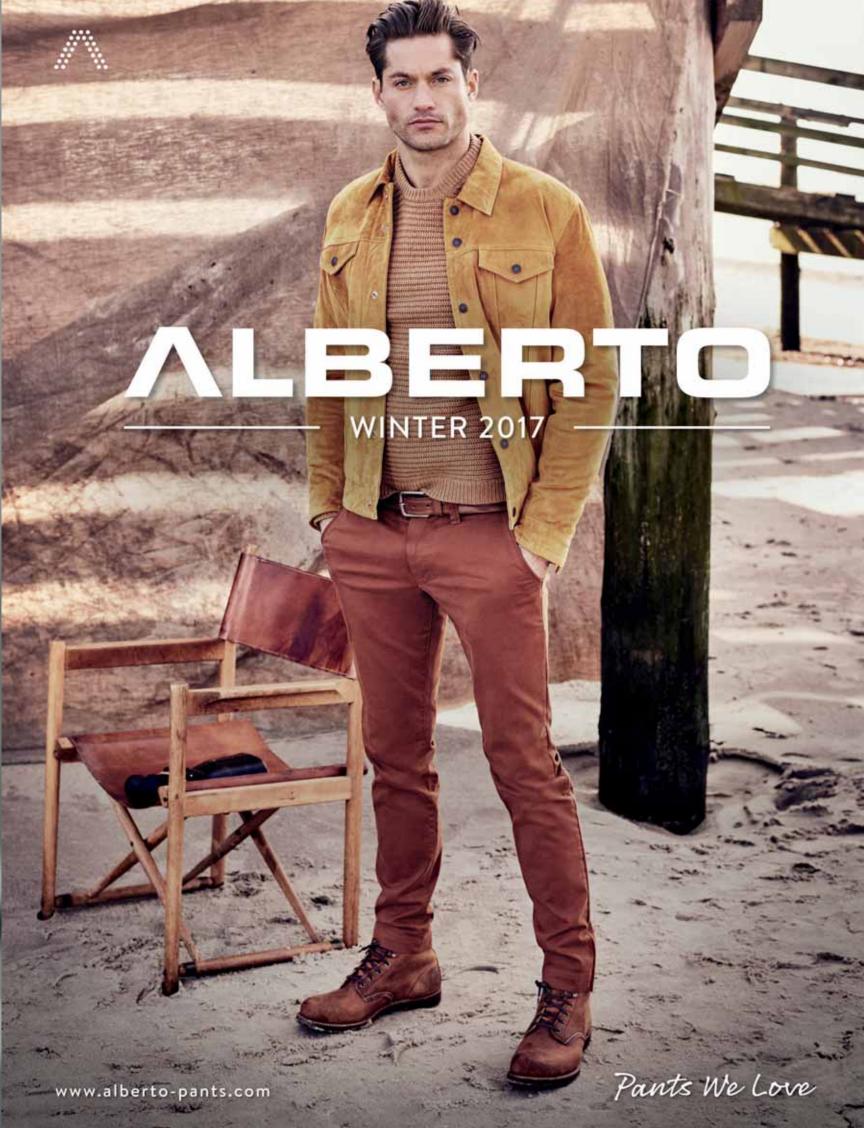
It's been a reoccurring theme for the hockey lifer. "As a player there comes a point where the end is coming closer than you wanted. I saw the end was near so I knew I had to make a switch and make a decision," says Bowness, who played for the St. Louis Blues, Detroit Red Wings, Winnipeg Jets and Atlanta Flames. "I certainly wasn't a very good player. I hung on to it for as many years as I could. My career has just evolved over time and I've found a way to stay in. I was very fortunate to get another job very quickly after getting fired. There was never really a turning point but always a great passion for the game."

And now, with Bowness adamant he still has years left to give, he is quick to share that passion with the place that ignited it. "One thing I often tell the players is that 'every day in the NHL is a blessing."

- Rick Bowness

"I'm looking forward to speaking at some coaching conferences and symposiums during the summer," he says, while noting his desire to hit the links. "I spoke last summer so they know I'm here. I try to stay as involved as much as I can when I'm here and help with the young players... this is home for us."





STYLE

30SS comes to town

Duggers celebrates in style its new, exclusive, in-store BOSS shop



By Karl van Allen Photos By Darren Pittman





When one thinks of black carpet and red velvet ropes, undoubtedly images of swanky Hollywood movie premieres are the first thing to come to mind, complete with sports cars and big stars.

On the evening of May 18, however, that same level of class and style came to Halifax. A night of music, food, champagne and giveaways marked the end of renovations and the official opening of Duggers' new BOSS exclusive in-store shop.

The party, a collaborative effort between Duggers and Hugo Boss, saw some of our best clients and

friends arrive early in the evening for professional photos before taking full advantage of the complimentary roast beef and oysters.

Lanita Layton, Hugo Boss Managing Director for Canada,

On-site, the heads of Hugo Boss Canada generously offered all guests a free Hugo Boss wallet complete with each guest's initials embossed on the inside corner.

The party rocked from 6 to 8 p.m., winding down to a climactic ending with the draw. Hugo Boss had donated a BOSS bag, retailing at \$1,000, to be drawn for any guest who wanted to submit a ballot during

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the event. The name drawn for the BOSS bag was Abbas Adeli and, with the catering crew packing up, guests filed out as the party drew to an end.

Duggers would like to thank all the guests that came to the BOSS shop opening, and give a special thank you and shout out to Hugo Boss for their support and partnership.

As well, Duggers would like to congratulate Abbas Adeli for being the winner of the BOSS bag draw, although at an event with complimentary oysters and champagne, isn't everyone a winner?





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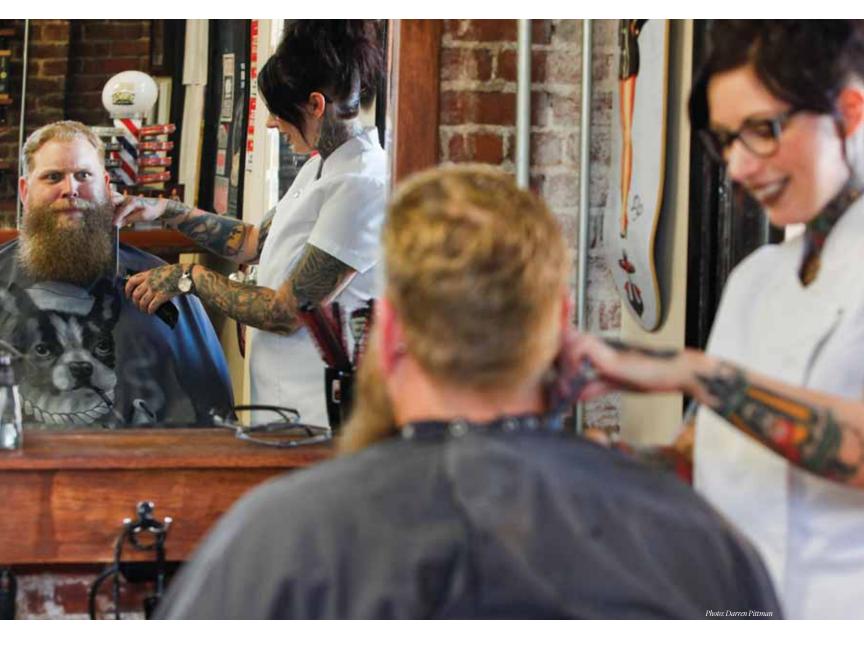
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STYLE



Hair today, here tomorrow

Neatly-groomed face fur hits mainstream

By Jon Tattrie



Mark Peyton grew his first beard to add a decade to his babyface as a 23-year-old. Life has since added more than a decade to him naturally, but the now 36-year-old remains a bearded man and, in fact, earns his living off the beards of other men as the owner of Sailor Bup's Barbershop in Halifax.

As our culture returns to facial hair, Peyton dismisses the notion of being "clean" shaven as a modern invention. Beards abound through history. Some say men started shaving when Alexander the Great noticed his enemies were using his men's beards as beheading handles, so he ordered his soldiers to go unbearded. "Shaving was the new thing," Peyton says.

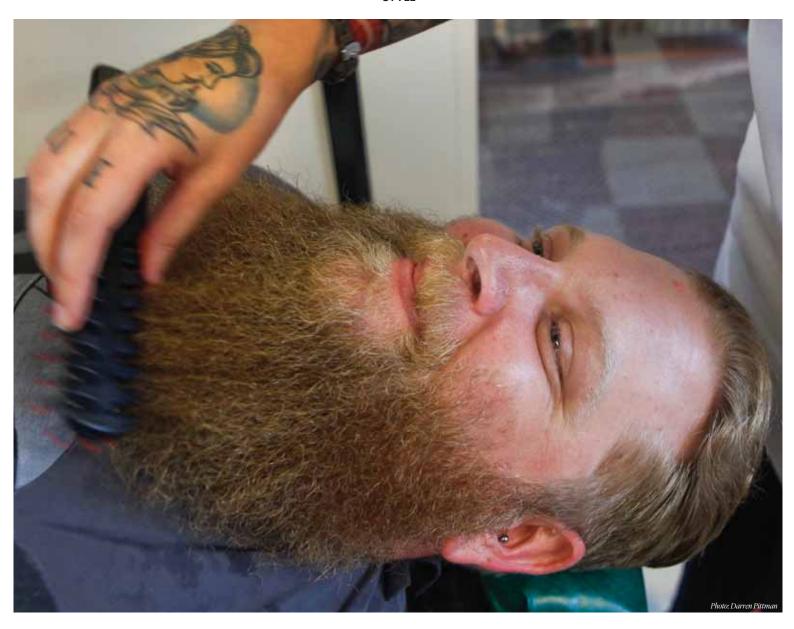
"I rarely go with a clean-shaven face."

Today's workplaces are cut-throat only in the metaphorical sense and face hair is moving into the mainstream. "I think it's good. As long as it's neatly groomed and doesn't look like you just came out from the woods after a few years."

Most of Peyton's clients come not just for a haircut, but for a beard trim too. Some are growing out long beards and want to keep it healthy and tidy as it lengthens. Others prefer a stubble beard, or a curled moustache, stubble beard and slicked-back hair combo. The moustache still attracts a bit of mocking as it moves from Movember novelties to normal face



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ornamentation and a growing number of Sailor Bup's customers sport a 'Ned Flanders' pushbroom moustache.

"It's all a matter of personal preference, plus what they do for a living. Facial hair is actually becoming more and more 'appropriate' in professional work environments," he says.

MMA (mixed martial arts) superstar Conor McGregor took the spring cover of *GQ Style* with slicked-back hair and a full beard over a leather jacket, white t-shirt and blue jeans. The UFC's Halifax-based fighter Gavin Tucker regularly cycles through a big chin-protecting beard and a stubble beard, always over stylish clothes (outside of the cage at least).

"You know what they say about guys — the first thing people notice about a guy is shoes and his haircut," Peyton says. "Most guys should combine the two together. You can have a good-looking haircut, you can have a well-groomed beard or moustache, but if you don't have a fashion sense and something to put together, you're fighting yourself."

Some men grow a huge beard off the chin alone, a look made famous by Anthrax's Scott Ian, but the goatee is endangered these days.

"I think it's because people associate it with Chad Kroeger from Nickleback and no one ever wants that," he says. "Guys care more about their appearance and they want to put themselves out there. It's no longer just a clean-shaven face and a two-guard up the side of your head and spiked up like Chandler and Joey from friends."

Clayten Willington grew a bushy beard during a hard time in his life in 2013, but the itchiness started driving him nuts. He created a product to remove the itch and add a healthy sheen to his beard. He put it on the market under the Better Beard Company brand, based in Halifax. "I created this for me first. That's why I'm such a champion of the product — I know it works," he says.

Your chin is providing moisture for your face and your beard. Both can get dry splitting that moisture; beard balm and oil counter that by moisturizing the skin, keeping it healthy while a shiny beard sprouts.

"Your significant other will find less beard hair around the house, as well as [less] beard dandruff—it's legitimately a thing."

Willington's grandfather has an historic,

dignified beard, an uncle had a long-haired hippie beard, and working in the Alberta oilfields he saw plenty of off-season beards (they aren't allowed on site). While some groom their chins precisely, others embrace the Duck Dynasty look. It's a well-known secret that the clean-shaven cast grew the beards for the show and created a business empire from their hairy chins.

Willington says it all points to society letting go of the ideal of a clean-shaven man. "Beards aren't dirty."

They do pack potent symbolism. People have asked Willington if he's a Hutterite or Islamic, assuming his beard is a religious sign. But the truth is he grew that 2013 beard for his late son, born blind and deaf. Ezekiel often fell asleep stroking his dad's beard, and Willington wears it today in part as an always-present reminder.

"Connecting with him on a daily basis was nearly impossible. You could touch him, but he was just in his own world. But one day I was leaning over his crib with this gnarly beard and I passed his hand through it. The sensation shocked him and he rolled over," the father of six says. "I kept it."





Modern Italian style minus the sticker shock

STYLE

Eleventy focuses on value for price

By Heather Laura Clarke Photos By Eleventy

Geoff Schneiderman doesn't believe in describing fashion as 'aspirational' or 'accessible.' After all, he reasons, aren't those criteria going to be different for everyone?

The North American president of one of Duggers' newest suppliers, Eleventy, prefers to use a different term to describe its brand: "responsible luxury."

"One of our focuses is on value for price and Duggers quickly identified that Eleventy has very high-quality pieces — made in Italy — for a price point that can be understood," says Schneiderman.

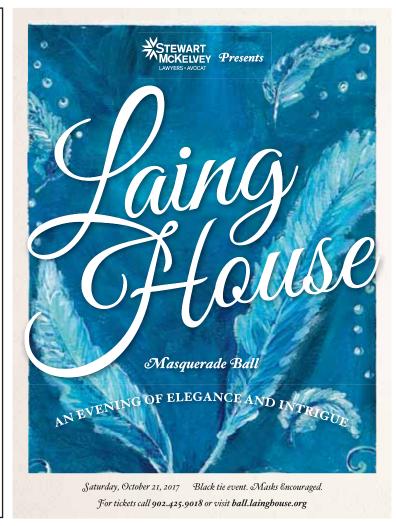
They use top-quality fabrics and manufacturing processes to create garments they can sell at the best possible price. But how is that possible, since those same Italian factories are also making the insanely-priced garments for the highest luxury fashion brands in the world?

Schneiderman says Eleventy works with its network of factories to determine the final pricing, rather than taking advantage of factory workers and then steeply marking up the garments.

"The world has become so small that a lot of these Italian factories are seeing the final prices companies are charging for the foods they're making, so we set the prices with the









Handcrafted in Canada











factories and make sure they're part of the process," says Schneiderman. "It's a partnership where it's 'If you can do it for this, we can price it at this and sell that many more."

Schneiderman says Eleventy also keeps its costs down by maintaining a small team and running a thoughtful operation — no dramatic designers with outlandish requirements.

"We believe the customer in today's world is more educated than they've ever been. Not only can they go find products anywhere in the world, but they also understand what things should cost—and what's fair," says Schneiderman. "Eleventy's perspective is to respect our consumer, their understanding of the industry, and their desire to get great value."

Eleventy was launched in 2007 in Milan by two fashion industry veterans who set out to give the world modern, high-quality Italian style at a more reasonable price point. The brand launched in North America just four seasons ago but it's already selling out in stores across the U.S. and Canada.

It's not inexpensive — it's still a luxury product — but it's more affordable than some of the more famous Italian brands. Schneiderman says some people have described Eleventy as "branded private label," since it competes well with much more expensive luxury labels. The Wall Street Journal coined Eleventy: "Italian clothes minus the sticker shock."



Canada represents 35 per cent of Eleventy's business and Duggers is its only Atlantic Canadian retailer. Schneiderman says he's pleased to have Eleventy available for Halifax customers.

"Duggers has really done a great job of sourcing the best of the world, so you can always trust them to show you the future of fashion," says Schneiderman. "They're always ahead."

If you're new to Eleventy's garments, Schneiderman suggests coming to Duggers to try on one of its jackets.

"I always think the first thing a man should do is find the perfect-fitting jacket — from there, you can complete the rest of the look very naturally," says Schneiderman. "Your jacket is the first thing people see when they walk into a room, and a lot of our North American customers are adopting the clean look of an updated jacket — trimmer sleeves, a slightly shorter length and fitted in the waist."

In particular, Schneiderman says men and women absolutely love Eleventy's laser-cut jackets made from jersey-stretch material.

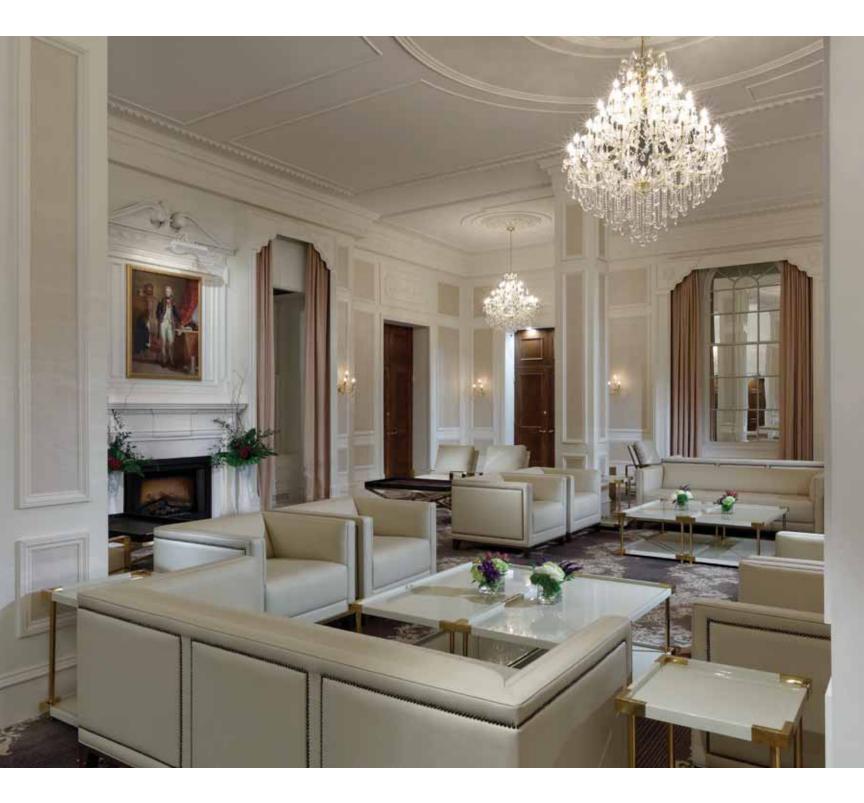
"It looks tailored, but it's as comfortable as a sweatshirt or athletic wear," says Schneiderman. "I call it these jackets the 'gateway' to our brand, because people love them so much that they want to try on more of our pieces."





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BUSINESS PROFILE



Renaissance of a Halifax landmark

The Lord Nelson Hotel & Suites unveils a new look and bespoke luxury

Article & Photos Contributed



A beloved and iconic destination hotel in Atlantic Canada has undergone a multi-million-dollar transformation designed to enhance guest experience down

designed to enhance guest experience down to the smallest detail.

The Lord Nelson Hotel & Suites is proud to launch the official unveiling of its elegantly redone spaces in the fall of 2017.

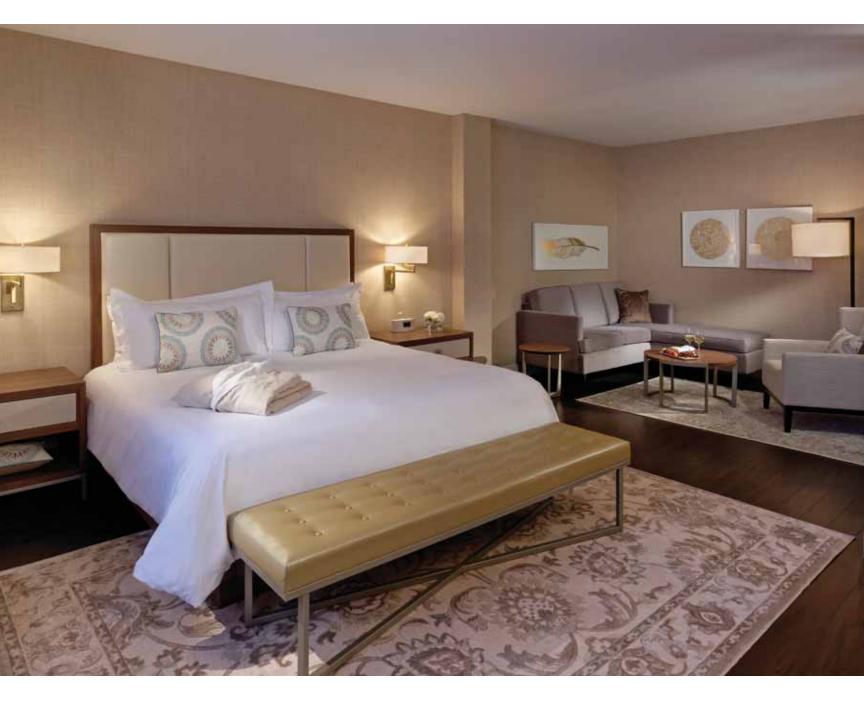
As an historic four and a half star landmark with an unmatched location overlooking the downtown Halifax Public Gardens, the Lord Nelson has hosted meetings, events and special gatherings for nearly 90 years. From corporate conferences to lavish weddings, each occasion has been added to the list of visitor's fond memories of the hotel.

As a commitment to securing the Lord Nelson's future and its art deco past, Mani Suissa, President & CEO of Universal Realty Group and owner of the hotel, turned to the renowned team at Design360 led by Keri Koch. The collaboration resulted in the perfect blend of classic refinement and contemporary style.

All 12,500 square feet of event space

encompassing the grand ballrooms, meeting rooms and corporate boardrooms have undergone a total restoration utilizing sophisticated and stylish design elements while preserving irreplaceable historic charm. Swarovski chandeliers illuminate the elegance of the newly hand-crafted ceiling moldings, and rich marble borders the exquisite wool carpeting. A gleaming new grand piano adds to the majestic ambiance of the elegant space.

Each of the 262 Guest rooms have been completely remodelled including modern new



FAST FACTS

- Opened in 1928
- 262 quest rooms and suites
- 101-120 staff employed permanently
- Hotel named after Admiral Horatio Nelson
- CHNS radio operated its broadcast studio from the roof in 1928
- The hotel inspired a critically acclaimed novel by Ray Smith, titled: Lord Nelson Tavern, published in 1974
- Famous guests include most recently Salt N'
 Peppa, Frances Conroy, Rosie Perez, the Rolling
 Stones, Anne Murray, Keith Urban, the White
 Stripes, Jerry Seinfeld, Ozzy Osbourne and
 Paul McCartney

flooring, plush seating and custom-made furnishings. No detail has been overlooked. Decorated in serene colours, the hotel accommodations are bright, airy and comfortable. Each room offers premium linens, 55-inch flat screen televisions, convenient work desks equipped with charging stations, and state of the art Nespresso coffee makers.

One of the unique features of an historic landmark is the ability to offer guests a selection of room types and layouts beginning with the efficient "Petite" guest room to the spacious 'Park View Suite' boasting panoramic views of Public Gardens. Even the 'Victoria Suite', known famously as being a home-away-from-home for media stars such as the Rolling Stones and Paul McCartney will be freshly transformed and available for VIP occasions.

So many people have a Lord Nelson connection. A story, a shared memory.

And for any of those who don't yet have a Lord Nelson memory of their own, Lesa Griffin, General Manager of the hotel offers a reminder that The Arms Public House restaurant and patio overlooking the Public Gardens is a lovely spot to relax and enjoy an after-work cocktail or weekend brunch.

"We host guests from all over the world — whether it's parents visiting a university, academics, locals looking for a special staycation or visitors discovering downtown Halifax. One thing each of these guests have in common is an expectation of authentic Maritime hospitality in a uniquely beautiful space. Something we have always offered but now, truly better than ever."



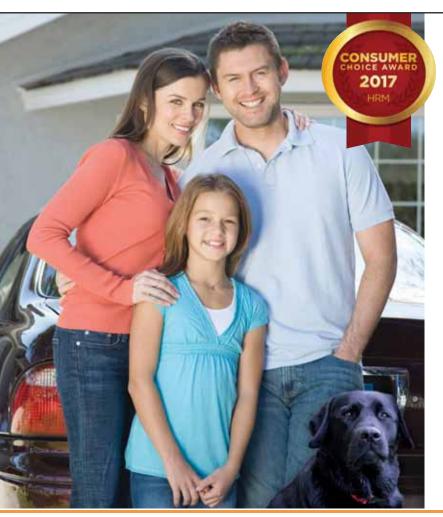


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"WHAT I DO IS ABOUT LIVINGENJOYING THE FULLNESS OF LIFE AROUND YOU."

- Relph Lauren

STYLE



Customizing the perfect fit, look

Duggers made-to-measure suits make the man

By Heather Laura Clarke | Photos By Darren Pittman



Zac Barkhouse knows that no two shoppers are exactly the same, so it makes sense they're not going to be after the same garment.

Barkhouse says while he can often find customers exactly what they need in store, there are times when only a custom shirt or suit will do.

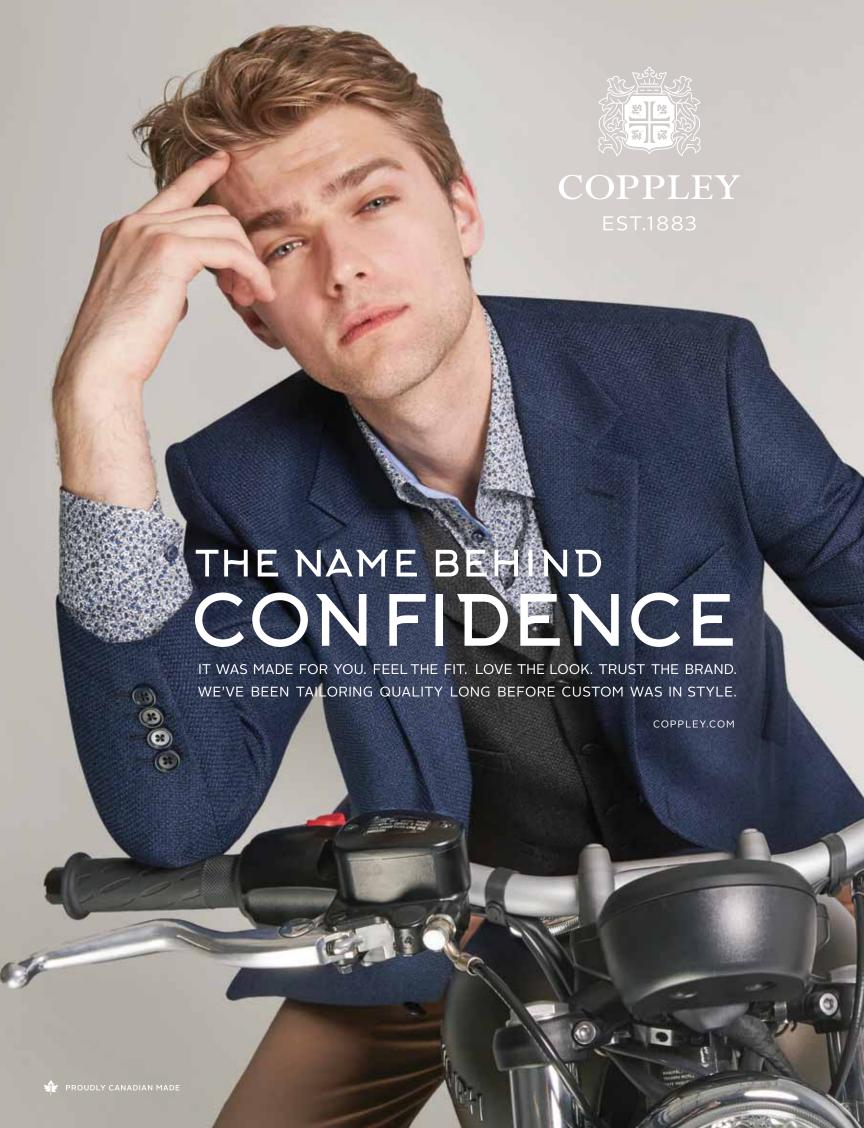
Shoppers sometimes come in for custom suits and shirts leading up to a wedding, since it's a special occasion. But many men drop in to have their day-to-day suits made to measure — particularly if they're having trouble getting the right fit off the rack.

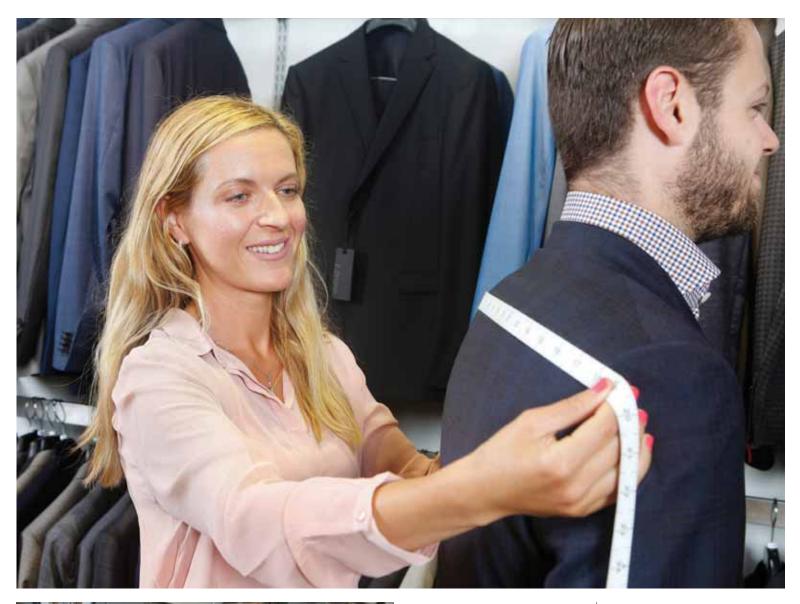
"Guys who really work out need jackets and shirts cut a certain way to accommodate their

shoulders, chest and arms," says Barkhouse, who's a wardrode consultant, buyer and custom-suit specialist at Duggers. "You can carry dozens of sizes in stock, and still not have something that fits them well."

Ordering a made-to-measure suit isn't like purchasing a bespoke suit where the pattern is from scratch and might end up costing \$10K. It's a less expensive process that takes a pre-existing pattern and modifies it within certain parameters — giving the customer a crisp suit that was made just for them.

Duggers works with Italian suit-maker Canali and Canadian company Coppley to create highquality suits for their customers. Coppley has a made-to-measure program where suits are







carefully constructed according to a customer's exact measurements and preferences — including the very affordable Coppley Concept options.

Barkhouse says a handsome madeto-measure suit from Duggers starts around \$1,000 and there's a wide range of fabric choices — as well as finishing details that can be added.

"Sometimes they'll come in with an idea — maybe a picture they saw on Instagram — and we start trying on different styles to see how they look," says Barkhouse. "Then we record all of their measurements and plan how the finished suit will look."

If the customer selects an in-stock fabric that's available locally, Barkhouse says their made-to-measure suit can be ready in just two weeks — since Coppley suits are produced at their Canadian headquarters in Hamilton, Ontario Fabrics sourced from Italy or England may bump up the turnaround time to three or four weeks.

Barkhouse says the initial visit for a made-to-measure suit may take an hour, but it's much faster to come in for additional suits down the road since your measurements are all on file.

"We have customers who come in once a year to get a couple of new suits, and we might tweak things here or there, but it's much faster because we have their specifications from the previous visit," says Barkhouse.

Just as suits are far sharper when they fit every curve and angle, shirts feel effortlessly comfortable when they're the perfect fit.

Barkhouse says the process is very similar to being fit for a made-to-measure suit. Customers try on a sample and then a menswear associate records a series of measurements to determine what should be tweaked when the final version is produced.

"We have bolts of fabric to choose from, and at Christmas we find a lot of people will give someone a



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bolt of fabric as a gift," says Barkhouse. "They put a ribbon around it and they can bring it in and have it made into a few shirts."

He says it's usually possible to find a well-fitting shirt in the store, but he does have especially tall or broad customers who struggle to find a nice button-down shirt that fits properly.

"We had a gentleman who was almost seven feet tall who was never able to find shirts that fit him," says Barkhouse. "Everything always came up short or felt too tight across the shoulders, so he was really happy to have a long-enough shirt that was nipped and tucked in all the right areas."

Part of the fun in choosing a custom shirt is getting to select the fabric. For years, Barkhouse says most customers opted for neutral, classic fabrics — but then a lot of guys decided to start having fun with their shirts.

"We saw checks, stripes and bright colours really blow up because a bold shirt is less risky than a bold suit," says Barkhouse. "Some people still like the basics, but we're seeing a little bit of everything now — checks, stripes, paisleys and florals are selling more than blue-white or blue shirts."

So what prompted so many men to let loose and make a statement with their shirts? Barkhouse thinks it's because fewer men are wearing ties.

"A lot of guys are just wearing jeans, a shirt and a blazer, so the shirts don't have to be subtle enough to match with a tie," says Barkhouse. "You can go a little louder with your shirt because, in a way, it's the new tie."

Of course, not everyone is drawn to custom shirts and suits because their physique limits their choices in the store. Barkhouse says many customers just want a truly unique suit or shirt that's designed specifically to show off their personality or make a splash.

"We have people who want a particular look or to be able to customize everything — lining, buttons, have their name in the jacket, everything," says Barkhouse. "They love that they can get exactly the look they want — with the perfect fit."



PROFILE



Fulfilling a lifelong dream

Carl Sparkes pours his influence on Nova Scotia's growing wine industry



By Colleen Cosgrove | Photos By Devonian Coast Wineries

A Newfoundlander with a lifelong love of Nova Scotia, Carl Sparkes left corporate life in Toronto to fulfil a dream of winery and vineyard ownership on the ocean.

The inherent risk of acquiring a family business was high, but today, five years after the deal with Jost was official, Devonian Coast has hit its stride.

At the helm of 150 + acres of vineyards, guiding dozens of staff and sending shipping containers filled

with red and white to China, Sparkes' impact on the province's emerging wine industry is rising.

Growth of Devonian Coast group of companies is a point of pride for Sparkes but, he has high standards and some days the politics and paperwork of it all test his spirit — but never his commitment.

"You have to be prepared to put your stake in the ground and say, 'I'm here for the long haul and I'm prepared to wait for five or six years without any

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return on this," Sparkes said. "Our business model, apart from (our boutique vineyards) Gaspereau and Mercator, we are about volume growth. Our sights are on much bigger expansion plans than today. We have yet to see what we're capable of doing."

A committed Nova Scotian who has travelled the world and secured multi-million dollar deals, Sparkes' worldly views and experiences encourage he and Donna, his wife and business partner of 32 years, to simultaneously think locally and globally.

"There's room for cottage industry for sure, but the reality is that we have more growing capacity for grapes than the Niagara region. We have an asset that this province owns which needs to be exploited and properly optimized," Sparkes said. "Apart from the onsite tourism component to the industry, we have the ability to become a much larger contributor to the GDP of the region."



Biography

Who: Carl Sparkes, owner Devonian Coast Wineries

Age: 58

Hometown: Bay Roberts, Nfld. **Education:** MBA from Saint Mary's Jniversity, B.Sc. in geology from Memorial University

Career highlights:

- Founded Devonian Coast Wineries 2011
- Bento Nouveau CEO, 2009
 to 2011
- President of the bakery and pasta division at Canada Bread, Sparkes ushered Olivier Fresh Pasta from a boutique brand in 1995 to a leader in its category in under two years
- President of Eastern Bakeries





Nova Scotia wine facts

- Winery Association of Nova Scotia envisions 20 wineries and 1,000 acres of vines by 2020
- Today, more than 800 acres are under vine
- 12 wineries
- 70 grape growers
- 7 distinct growing areas
- Winemaking in the province can be traced back to 1611
- Tidal Bay became the official appellation of Nova Scotia in 2012







Dugger's Magazine called up Sparkes for a 30-minute fast-paced interview about Nova Scotia's wine growing potential, life as a risk-taker and innovator and asked him whether he could ever pick between the Beatles or the Rolling Stones. (He can't.)

Thanks to marketing efforts and the buy-local movement, it seems Nova Scotia wines are having a moment. Do you feel it and see it, too?

The industry is delightfully being embraced by locals and those from outside the region. But this is just the tip of the iceberg. Personally, I'd like to see more established winery investors from other regions come into this industry that would look at it beyond a tourism play. . . If we could attract a large player prepared to invest a material amount in vineyards it would endorse Nova Scotia as a significant wine region.

Now that we have an official appellation, where does Nova Scotia stand as a wine-growing region in Canada?

Tidal Bay is Nova Scotia's wine brand, pure and simple and Nova Scotians are really embracing Tidal Bay. We're into our sixth vintage and remain in high growth. All of these wines are \$20 and above. Nova Scotia wines account for 14 per cent of the over \$20 wine sales at the NSLC. Tidal Bay allows us to stand out as the distinct wine style of our region.

You travel a lot and are often an ambassador for Nova Scotia wines. Whose stamp of approval do you most covet?

When we presented as an industry for the first time at the Vancouver International Wine show this year, the reaction from B.C. consumers and industry people blew me away. British Columbians really support local wine and 40 per cent of the wine that's consumed in the province is made there, but B.C. really seriously embraced Nova Scotia white wine — it was overwhelming. We've poured all around the world and get a great response but getting it on the west coast of Canada meant more to me than anything else. It endorsed Nova Scotia as a bonafide wine region in Canada.

What is it about Tidal Bay that people are embracing?

They play to our strengths, they're not trying to be something they're not. Tidal Bays, Rieslings and Sparkling wines are all in our wheelhouse already. They perfectly express our terroir and the unique wine styles we are evolving here in this region. They are, of course also an exceptional match with our iconic local seafood.

Like any industry that relies on the unpredictability of the weather, wine growers have their challenges. Where do you see room for improvement?

Our biggest challenge is too much government and regulation. It's tough to do business here. That puts people off and it puts me off from time to time. As far as sales are concerned, we certainly have a lot of heavy lifting yet to do. NS wine is still only seven per cent of total wine consumption. That needs to at least double in the next five years. Opening up other channels of distribution intra-provincially and interprovincially is absolutely key to future growth.

You see potential where others may not. What is it about Nova Scotia that captivates you?

We have an incredible collection and cluster of natural resources. Thanks to everything from our natural beauty to our ability to grow grapes, our seafood, arts and culture and everything else we do so well here, I predict continued optimism. They talk about demographics as if it is a static metric. More and more, younger people are going to come to this place who get it and are prepared to work hard to contribute to and enhance this great lifestyle.

As vintners and independent business owners with a shared goal, what's needed in order to move the needle?

We need to work together. We need more alignment. There aren't too many vintners who look at life the same way, and nor there should be, but it doesn't mean that we can't be moving forward on common ground. That's what we all aspire to have for our industry.



Speed Q&A

Suit or jeans? Jeans

Steak or lamb? Lamb

Rolling Stones/Beatles? That's impossible. Both. Hove them both.

Cat or dog? Cat.

Makes you most proud? That my incredible wife of 32 years can still call me her best friend

Favourite wine region? France. It's my favourite country outside of Canada.

How many wineries visited worldwide? 200? Probably double that.

Red or white wine? White

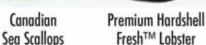




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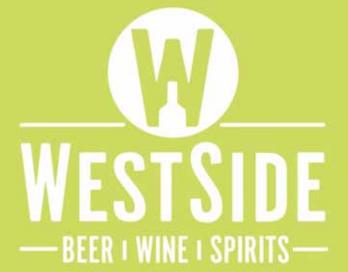
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STYLE



Fall/winter outerwear report

Latest trends include midweight jackets, jewel tones, slim fits

By Heather Laura Clarke | Photos By Darren Pittman



One of the most pressing questions you may ask yourself this fall isn't how you'll spend Thanksgiving, when you'll start holiday shopping, or how much Halloween candy is too much.

According to Duggers' menswear specialist Jeff Piccott, it's how heavy of a winter jacket you'll need. He says there seems to be a trend toward lighter-weight winter jackets as Canadian winters become more mild.

"There are people who love a really warm jacket because they're always cold — especially some of the students who are new to Halifax

and not used to the winter," says Piccott. "But a lot of people find the heavier jackets too warm."

He says it's important to ask yourself if you typically run hot or cold so you can choose a new jacket that you'll feel comfortable wearing. Midweight winter jackets will keep you from overheating on a mild January afternoon, but can be layered for an icy walk through a snowstorm.

"There's a lot of layering this year. A lot of people are into the medium-weight jackets and quilted jackets that can be layered over sweaters," says Piccott.





"Most people want to spend money on a nice coat they can wear year after year, so they'll invest in a classic."

Jeff Piccott,menswear specialist

You should also consider how much time you really spend out in the elements. People who walk to work or school — or need to wait at the bus stop in bad weather — might want a warmer jacket than someone who commutes in a vehicle.

He says the unique fabrics and soft construction of many of the lifestyle-driven jackets — like those from Hugo Boss, Belstaff, Bugatti and Canada Goose — make them easy to dress up or down.

Cheaping out on your jacket means you'll likely deal with a busted zipper, snags and frequent fabric tears. Piccott believes it's









"A jacket tends to be one of the longestlasting items in your wardrobe."

Jeff Piccott,menswear specialist

important to invest in good-quality outerwear that fits you well and has a classic design.

"A jacket tends to be one of the longestlasting items in your wardrobe," says Piccott.

"A nice jacket could last you five years or more, and you're wearing it every day for months at a time."

When it comes to choosing a colour for a new fall or winter jacket, he says not many shoppers take a risk.

"Most people want to spend money on a nice coat they can wear year after year, so they'll invest in a classic, rich, navy, charcoal grey or black," says Piccott. "That's really the best bang for your buck and you can have fun with brighter accessories."

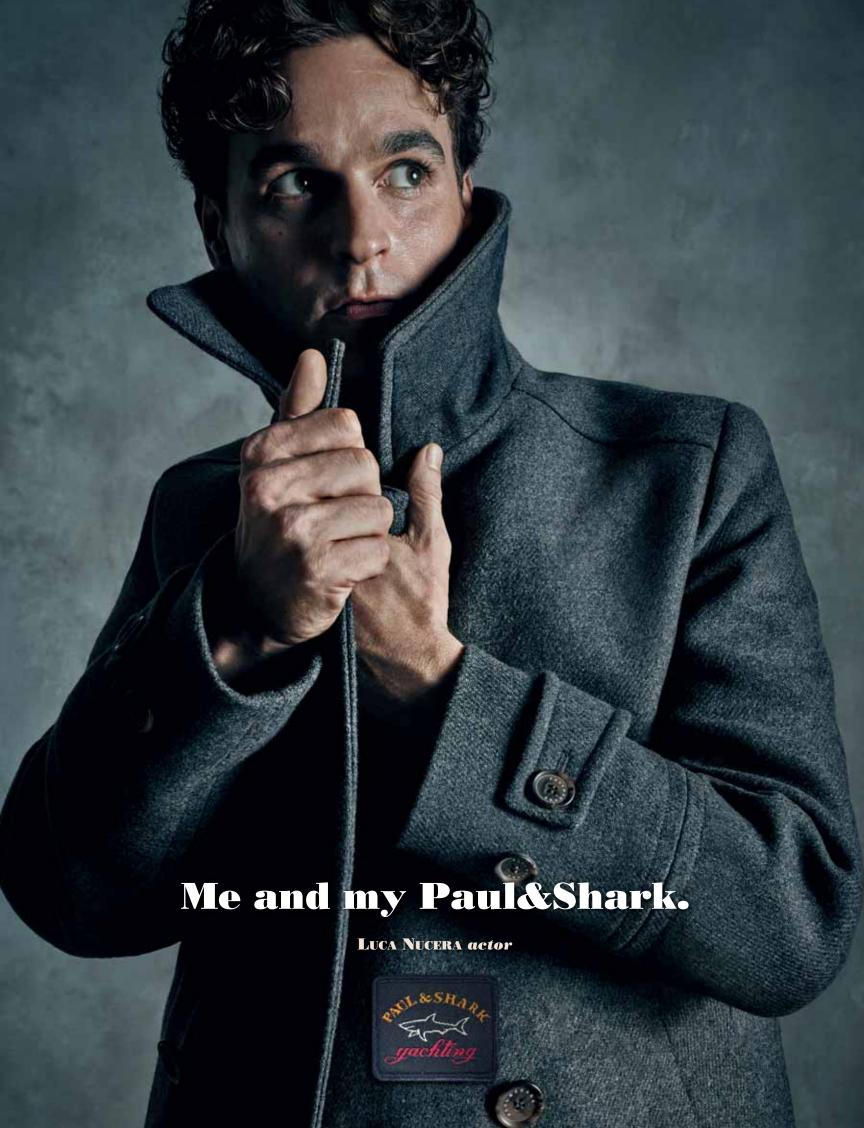
There's no shortage of colour when it comes to scarves, caps, gloves and mittens this season. Piccott says burgandy has "really popped" this season, along with deep hues of forest green. The jewel-toned accessories add a splash of colour to your outerwear and give it a refreshed look each year.

"Boots are the really big accessory for fall and winter," says Piccott, who is partial to the boots from Johnston & Murphy and Allen Edmonds and says Blundstones are still hot sellers. "They make your whole look come together."

They say fashion is cyclical and everything comes back into fashion at some point. Piccott says right now there are some "really old classics" coming back for a younger generation, like tweed winter caps in particular.

Leather is continuing its reign and he expects we'll see even more of a resurgence over the next year. If he had to pick an overall trend for this season, he'd describe the look as "classic-driven but slimmer-fitting." But there's such a variety of pieces in the store right now, Piccott says it's really not easy to pinpoint the trends.

"There are classic pieces and pieces for the rock-and-roll set, but everything is just so mixed now. It's not cut and dried anymore," muses Piccott. "It's more of a 'create-your-own-style' thing that's happening now."





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PROFILE



From boardroom to barn

Jon Bekkers makes successful life move to high-tech dairy farming

Article & Photos By Colleen Cosgrove



Great hockey players like Sidney Crosby

and Connor McDavid can sense where the puck will go. They anticipate, read angles and somehow, accurately predict what will unfold.

Jon Bekkers was as close as anyone can get to playing among the greats, but he didn't sense where the puck was going. Instead, he sensed his time in the big show was over; that it was time to hang up his skates and make the most of what he knew at 18 were seminal years of his life and career.

Maybe it was his practical side or his drive, but Bekkers sensed the ending. Did he want to spend these bedrock years punishing his body for a goal that always seemed just out of reach? The answer surprised him and most everyone who knew the strapping six-foot-two farm kid from Antigonish. He'd come closer to "making it"

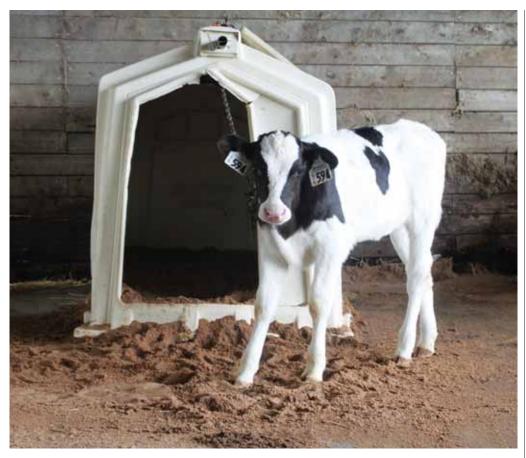
as a hockey player than anyone before.

"When you get to a certain point, you have to ask yourself honestly, 'Which way is this going to go?" Bekkers said. "It was 1982 and the starting salary was not what it is today. I had to weigh my chances and I didn't feel I was going to really make a career of it."

That decision still follows Bekkers today, but it's one he's stood by, never second-guessing his choice to leave the arena and re-enter the classroom at St. Francis Xavier University in his hometown.

"Hockey was my identity. That's what I was known for, so it was tough to constantly be questioned about your path," I had to shake off the hockey player identity; it wasn't who I was anymore... I'd always been on this one-track so when I jumped off it, I felt in control, but I





knew I was taking a risk . . . I couldn't live with regrets."

Tuning in to natural endings has come to define Bekkers' career philosophy.

Leaving hockey meant getting a business degree, which eventually landed him a fast-track sales career with Procter & Gamble. Eight years in, the multinational tapped Bekkers for opportunities at its head offices in Toronto and Cincinnati. Bekkers was successfully leading a large team in Atlantic Canada but he didn't feel he'd found his groove. Something else was out there. The end of this particular chapter was near.

Bekkers considered climbing the corporate career ladder but decided to leave the firm in order to keep his young family in Dartmouth and join his father-in-law's burgeoning real estate business.

Charles P. Keating was in the middle of his heydey, collecting and developing commercial properties like a shopping centre in Porter's Lake, the Roy Building on Barrington Street and the former Chronicle Herald site on Argyle Street, where the \$500-million Nova Centre rises today.

The career change was an exciting one and Bekkers spent 12 years spent brokering deals in boardrooms and construction sites across Atlantic Canada, but another closing was near.

His father-in-law, Keating, had passed away and a leadership shakeup was underway at the family business. Bekkers knew again it was time to reinvent himself.

He was 45 years old and saw at least one more career ahead.

"After 20 years of working in a corporate setting and wearing a suit, I really wasn't sure

what I wanted," Bekkers said. "Everyone who knew me, knew me from a business setting."

It took months of soul-searching before Bekkers had his answer and another three years before he donned the anti-suit — a pair of rubber boots and coveralls. He was going to back to his earliest roots; he would become a dairy farmer.

"In that time (off) I really challenged myself. I asked myself if I could do anything, what would it be? If money were no object, what would I like to spend my days doing? It took some difficult conversations with myself, but I came to the conclusion... I wanted to be a dairy farmer."

Easier said than done in Nova Scotia, where just 235 farms are in operation. Most farms are passed from one generation to the next and regulation prevents farmers from strategically buying out their neighbour.

It took three years for the right circumstances to present themselves. A family farm with no successor was interested in finding a buyer.

Bekkers drive, patience and networking had paid off. An established, picturesque farm in the rolling hills of Grand Pré would be Bekkers next adventure and his biggest test.

"I was walking into a real life ongoing business, not a hobby, which is what suited me," Bekkers said. "It wouldn't have been in my to pursue just a hobby. It had to be a going concern and (Kipowa Holsteins) offered just that."

He'd done his homework and his experiences in boardrooms and barnyards across Atlantic Canada shone a light on his soft spot for animals.

"That's really the reason I decided to buy a

farm; after long reflection I realized I truly enjoy working with animals. I had gotten away from it for so many years," Bekkers said. "But if there's five people in the room and one dog, I'm with the dog. I just naturally gravitate to animals and it doesn't matter if it's a dog or a cow."

Kipawo Farms features 130-head of milkproducing cattle and 200 acres of farmland, which is used for grazing and growing feed corn, wheat and soybeans — for the animals.

Bekkers' need to organize, track and strategize meant he wasn't going to settle with keeping the status quo at Kipawo.

"Twenty or 30 years ago if you wanted to do better, you worked harder. Now you process tremendous amounts of information and do a lot with it," he said. "... You're not in the game if you're not using technology... you have to analyze everything at all times."

Kipawo is one of three farms in Atlantic Canada that tests milk samples on site to measure progesterone levels. It's another quiver in Bekkers' bow, which includes genetic selection, improving crops through nutritional science and a robotic milking machine.

This is a farm of the future.

Besides the pastoral views of Grand-Pré, on the surface, the barn looks pretty typical. But it's all in the details; the climate-controlled facility offers its residents an automatic groomer, a misting station for those hot and humid days, a Roomba-like device that doles out just the right amount of nutrient-dense feed and the piece de resistance, a smart machine that allows the cows to milk on demand.

When they're ready to milk, the cows line up in an orderly fashion, giving Bekkers up to 50 pounds of milk in just seven minutes. The machine recognizes each cow's individual transponder and adjusts its settings accordingly.

"I really should have never been in sales. Maybe in another life I could have been an engineer because I like the analytical stuff, but my passion is truly this life, this farm," Bekkers said during a tour of Kipawo.

Bekkers and his nephew and business partner track it all from a command station situated in the middle of the barn. The name of the game is to breed and raise healthy, docile, milk and baby-producing animals.

Both are important to Bekkers, but it's the herd's quality of life he's most passionate about. The rest comes after.

"Do you hear that?" Bekkers asks gesturing over the spotless barn. "No one is making a noise. They're not mooing. Mooing is a sign that they need something and everyone here is content."

It was a long, winding road back to his roots as a farm kid, but now at 52 Bekkers, for perhaps the first time in his career, doesn't see an end in sight. He's found his calling and doesn't think twice about the 3 a.m. wake-up call, the one-hour commute or the 24/7 demands.

"I have not regretted the one hour drive yet," Bekkers said. "It's true what they say; if you enjoy what you do you'll never work a day in your life."



BUSINESS PROFILE



Parkhill Events

Halifax company makes events extraordinary experiences

By Jon Tattrie | Photos By Parkhill Events

When the Discovery Centre left its 25-year home on Barrington Street and moved into its new \$20-million facility on the Halifax waterfront, CEO Dov Bercovici wanted the grand opening to spark a sense of wonder.

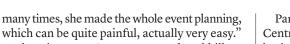
That's why a few months before the target date, he called Jennifer Parkhill, owner of Parkhill Events. She'd worked with the centre for all of Bercovici's ten-year tenure to organize the Discovery Awards and Brain War events. "It was a logical choice to say here's an event planner and a partner that knows us really well, knows the organization, and is passionate about it. It would make sense for her to organize and plan the event for us," he says.

They created a fair-weather plan for the February

They created a fair-weather plan for the February launch, and discussed what to do if winter froze their parade. "Jennifer got involved very early in the planning," he says. "Jennifer has been through this so

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The Discovery Centre team and Parkhill Events drew up the list of invitees, worked with M5 Communications on the look of the invites and the boarder communication outreach and liaised with RCR Catering to set the menu—"some very creative stuff involving liquid nitrogen," Bercovici says.

They settled on the theme, Return to Wonder. When the big day arrived and the new facility opened the doors to its three floors of hands-on scientific exploration, eyes widened in wonder. Bercovici focused on the celebration, confident that Parkhill had everything under control.

"I did not worry about the food, or how the event was going to flow, or how the facility was decorated, at all. When you're doing an opening, there's enough level of stress for you and the team—that's something you don't want to worry about. She takes care of all of that," he says.

"When you look at an event planner like Jennifer, she had to work with the client — the Discovery Centre, myself and my team — she has to work with M5, the communications company, and she has to work with RCR Catering as well, plus our cleaning staff. She's managing five, six different stakeholder groups in putting together a plan that pleases everyone."

The February opening went well, as shown by the March Break that followed. Bercovici's team looked up the visitor numbers for the busiest March Break at the old centre and prepared for that. Three times that number came through the door over some of the busiest five days in the centre's history.

Parkhill says great days like the Discovery Centre opening is what led her to start the business in 2003—leaving a good job as director of catering at a casino and hotel.

"It was a very hard decision for me to make," she says. "I had three young boys and I wanted to be in charge of my own time and I wanted to work out of my own home."

Her vision for Parkhill Events is to offer personalized "concierge service" where clients enjoy planning the event as much as the event itself. Last year, she supported Hockey Canada as they introduced the Hockey Canada Foundation 13th Annual Gala and Golf to Halifax. It was also the first time a city without an NHL team hosted the gala and golf. Jennifer and the Parkhill Events team worked with them on the script, menu, decorations, ran and called the show and made sure everything went off without a hitch.

Each year, Parkhill works with a dedicated, third-party committee on its premier fundraiser in support of the IWK, The Great Big Dig. An event which has raised \$2.8 million over the last 15 years — helping the IWK to provide critical and specialized care to women, children and families in the Maritimes and beyond.

"Such tremendous success wouldn't be possible without the collaboration and outstanding support of the committee and their business partners. My team and I are very fortunate to have the opportunity to work with such dedicated people in all events that we touch," Parkhill says.

Much of her business is diverse — working with not-for-profit, associations, corporate and the private sector. "It's almost like we're a contractor.





There are pieces that we physically touch, but then we make sure the other suppliers and vendors know what's going on. We're the glue between all the different moving parts. We see the big picture," she says.

She enjoys keeping her business light and flexible so it shapes itself to deliver the event the client wants. "People who are hiring us want to know that their guests—ticket purchasers or attendees—are going to have a great experience. They want it to be a personal experience. They want it to run smoothly and on time," she says.

Parkhill spoke on route to Moncton, where she would work on a taste test for an event being planned for the fall. The day before Parkhill Events was producing a fundraiser and the following day would be working with a university to execute a retirement and alumni gala.

"From starting and hanging out my shingle, the biggest reward that I've had to date — and continue to have — is the experience of learning from clients and partners," she says. "We do really good work in Halifax and I think we should be proud of it."

The new, old art of butchery

Local meat suppliers know their cuts and their customers



By Baillie Saunders Photos By Darren Pittman



Hundreds of years ago, butchery was most likely known as the trademark for survival. Today, as the food industry broadens, some may see it as a way to pride one's local farmer. For Pete's Fine Foods butchery manager Cassie Campbell, she couldn't be more proud to put on her white cape each morning.

"I've always liked meat cutting, back to when I was a chef," said Campbell, who has been in the food industry for more than sixteen years. "There is nothing better than having that case full ready for noon, ready for customers," she said. "For me, I do take a lot of pride in that."

Running both the seafood and butchery departments, Campbell, who has been with Pete's for almost two years, looks at butchery as art; an art that seems to

be picking up speed once again as consumers begin to shut their fridge doors on 'big-box' stores.

"When you buy our beef, you're buying a cow... that's happy," said Campbell with a laugh. "They're certified-humane." Pete's is based off of sourcing local and international products to help the everyday consumer live better lives. Campbell says all of her meat is locally sourced from farmers across the Maritimes. "We have a couple different suppliers. Our beef supplier is from Prince Edward Island Beef and it's certified humane, hormone and antibiotic-free and they are grass fed most of the year."

Its pork is locally sourced from Meadowbrook in the Valley and their chicken is from Cogmagun in Hants County. Although operating as a butchery,

Campbell says, due to spacing, Pete's has to order in top butts of cows and then break them down into steaks, roasts and other meat products.

"A top butt we would break down into a Boston top roast, Boston top steaks and a cap steak, which is a knock-off of a sirloin." Campbell said she jokes with customers about the cap steak. "I always tell customers that it's like a Gucci knock-off," she laughs.

Each day, there is a butcher per animal at Pete's that has the task of breaking down either a lamb, top butts from a cow, or getting whole chickens ready for sale. "We get Lamb in in full carcasses, so I can take down a whole carcass of lamb on the saw in about 15 minutes," said Campbell.

Although picking up a knife and cutting into a slab of meat sounds easy enough, the art of butchery is much more than slicing and slapping on a label, it is a technique that takes years to master. Chances are that juicy, sirloin steak you hear sizzling on the BBQ is from a butcher that is skilled with precision and technique. And chances are, whether you buy from a big-chain food store compared to a local farmer, the taste will be "day and night" says Ratinaud French Cuisine owner and chef, Fredrique Tandy. "It's very hard to change mind sets of people."

Tandy began his culinary journey in France, where he is originally from, and has since opened up shop in Halifax's North End where he has been running Ratinaud for five years. "All of our products are dry or cured or air dried. We do everything from a dry sausage to duck," says Tandy. It is a unique shop that runs on local, primal cut meat and the Old-World technique of butchery. Tandy says it's such skill and specialization that gets customers ringing the door bell.

"This type of craft got lost but it is slowly coming back. Back in the day, maybe 40 years ago, it was popular because there was none of the big brand names. You had the butcher, the guy selling the fish, and the guy selling the bread."

Many customers come in to Tandy's shop to try his mouth-watering creations, but he says it is important for customers to know exactly what he is aging and the ingredients that are inside some of his famed dishes, like the duck prosciutto and dry-aged sausages. "People can ask questions, we can tell them how it's made, what's the ingredients in case they have allergies," he added. "You know, you don't have to grab a package and read the ingredients for 20 minutes to find out if there is any garlic or not . . . we can tell you right away."

You may not get a fresh cut of chicken breast or beef to take home and throw on the barbeque right away like you can at Pete's but Tandy says his meat does come in fresh from farms. "Sometimes we get whole pigs or sometimes we just order cuts. But the meat is coming fresh, we order twice a week. Then we clean everything we process then salt and dry everything at Ratinaud. We do some butchery, but it's more about the process of the meat."

Tandy's shop sources its meat from a variety of local farms but says duck is hard to come by—especially since duck is one of his most popular items. "The duck products like the duck legs and duck breast that we use to make duck confit, duck prosciutto... we have to bring that from Quebec because, basically, there is no other choice," says Tandy.

As Old-World butchery begins to make a comeback, Tandy is proud to be caught up in the midst of it all. But nothing makes him happier than to be serving his customers and educating new people who are switching from big-box stores and realizing that the time, effort and quality of the meat you are getting is what you pay for.

"You're getting meat from a human being, not a machine," he said. ■





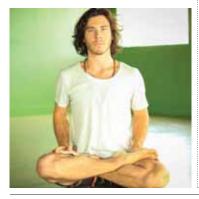
5120 Salter Street, Downtown

LIFESTYLE Hot yoga...for men

Shanti takes you beyond the ache to heal the psyche



By Tom Mason Photos By Scott Munn

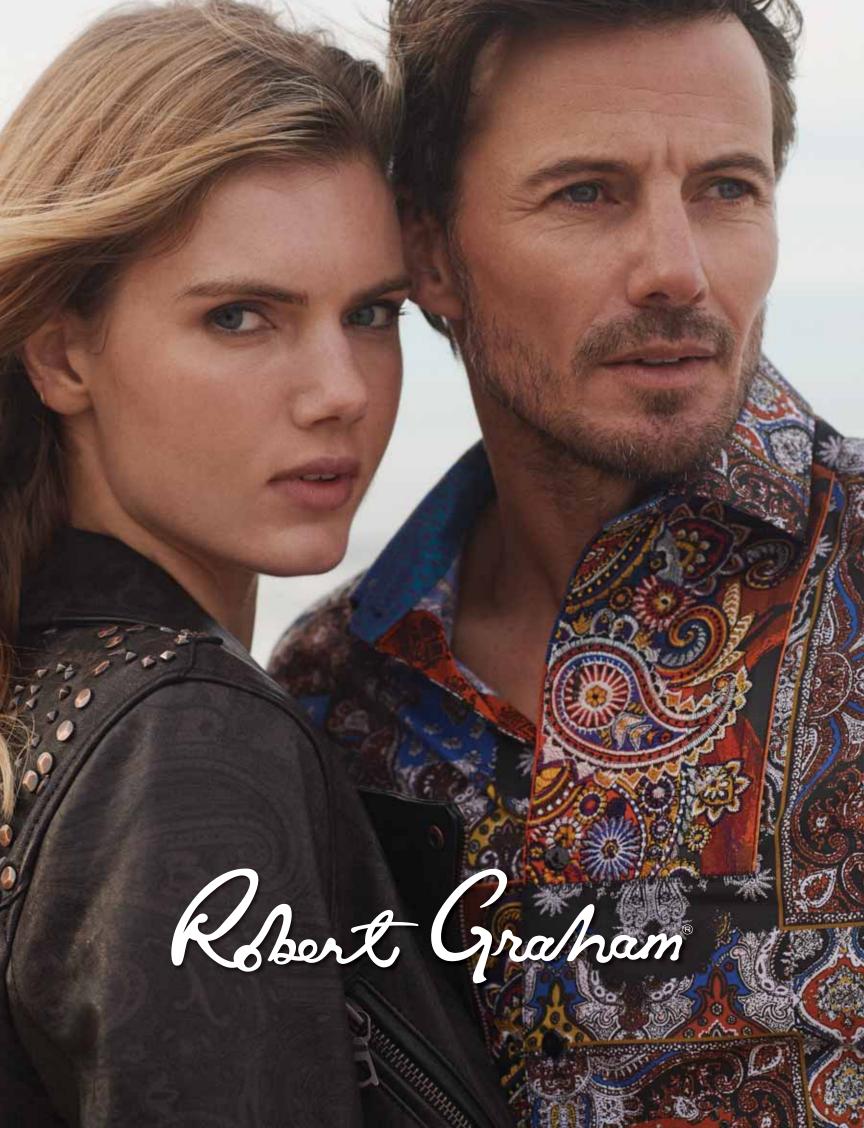


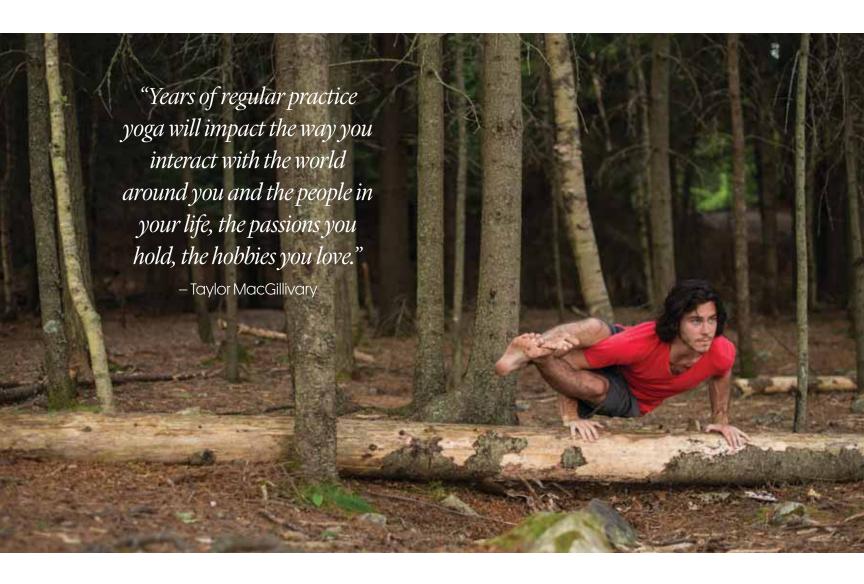
Taylor MacGillivary remembers the first time he tried one of his mother's yoga classes. He was 18 years old, in excellent physical shape, playing junior hockey in Ontario with his eye on an NCAA scholarship with a U.S. university. As an athlete, MacGillivary wasn't worried about the level of physical exertion that he might experience in the class. In fact, he wasn't taking it very seriously at all. "From my hockey training I knew you're supposed to eat a meal to fuel up before a workout so I went to McDonalds and grabbed a Big Mac and a Coke before the class," he recalls.

By the 60-minute mark of the 90-minute class he was starting to feel like he was part of a cruel joke. "I could barely move. I was sweating so profusely that I couldn't even comprehend where I was. I had to lay down for the last 15 or 20 minutes. I left that experience cursing my mother and saying 'I can't believe you did that to me. I'll never do that again."

He changed his mind a couple of years later. With his junior hockey career over, MacGillivary needed a fitness regime that would take him into everyday life and he thought back to his traumatic yoga experience. If he could master it, he thought, it might be the perfect workout to stay in shape. Today, MacGillivary is a yoga instructor himself and one of the owners of Shanti Hot Yoga, a family-run business with locations in Halifax, Dartmouth and Bedford. His mother, father, sister and his partner are all part of the seven-year-old business.

As a male instructor, MacGillvary is in the minority. Yoga has long been thought of as an activity primarily suited for women, but that's a myth, largely perpetuated by our western concepts of masculinity, he says. "In the years that yoga started to become really popular in North America and Europe there was also a shift in how masculinity was viewed. Egoism and machoism became really valued aspects of masculinity. For a









man to do a practice that forced him to look at himself objectively and connect with emotions — that was viewed as a weakness. I think it precipitated a subconscious boycott of yoga by the male community."

But attitudes change and, lately, it's becoming okay for men to be more introspective and in tune with their emotions says MacGillivary. That's fuelling a yoga renaissance among North American men.

In fact, it was primarily men who introduced yoga to North American practitioners in the first place — men like Tirumalai Krishnamacharya and B.K.S. Iyengar. It was Iyengar, says MacGillvary, who compared the practice of yoga to peeling back the layers of an onion — a philosophy he incorporates into his own feelings about the discipline. "It's very challenging for you to get to a deeper layer of the onion without peeling back the first ones," he says. "Iyengar would describe the physical part of yoga — the muscles — as that first layer. Take care of the muscles first before you try to reach into the deeper layers."

If you have some type of personal issue that lies deep within your psyche, it's hard to resolve it if your back hurts, says MacGillivary. Making your body comfortable is the beginning of the

yoga journey. 'It's not necessarily about learning to put your foot behind your head and bend over backwards. It's about getting rid of the aches and pains that are preventing you from sitting down comfortably and being able to be introspective." It's hard to take a journey into the inner reaches of your mind when your body is screaming "I can't sit here like this. My back is killing me.

MacGillivary says anyone thinking about getting into the practice of yoga should commit to trying it a few times with an open mind. "You need to come in four, five, six times to really see the value and impact it has. It's like that with anything. It's hard to try something once and make an educated decision on the impact it's going to have on you."

Once the commitment has been made and the process has begun, you can begin to take care of the part of you that isn't your flesh, bones and muscles. "Years of regular practice yoga will impact the way you interact with the world around you and the people in your life, the passions you hold, the hobbies you love," says MacGillivary. "How can you put your best foot forward if the vehicle that you live in — your body — is telling you to slow down, that hurts? Yoga practice will take you beyond that."



NEVER JUDGE A MAN
UNTIL YOU'VE RIDDEN A MILE IN HIS SHOES.



LIFESTYLE



Turn Me On

Popular podcast focuses on what it means to be a sexual being in the modern world

By Maria Rizzetto | Photos By Carolina Andrade



"Who, as a millennial, can say they had an adequate sexual education growing up?" questions a fresh-faced Bryde MacLean while drinking a coffee in her backyard. "What emotions surrounded conversations about sex that you can remember?"

I thought I was the interviewer here, but once I thought of it, an unexpected discovery by my mother of some MSN chat logs containing a vivid description of the loss of my virginity did result in messy, shameful

feelings in place of what could have been education or empowerment.

This reaction was no fault of her own, but I guess there is no denying what most of us clearly grew up lacking.

"We are just trying to normalize conversations surrounding sex," chimes in Jeremie Saunders.

Saunders and MacLean celebrated their sixth wedding anniversary in August, but have been together





for nine years. Both have backgrounds in acting and met at Ryerson University in its theatre program. They also share other passions, especially yoga. They can both be found teaching weekly at Moksha on Dresden.

Their newest adventure as a couple is Turn Me On, a podcast that focuses on what it means to be a sexual being in the modern world.

Turn Me On was introduced a year and a half after the launch of Saunders' first successful podcast, Sickboy, which he hosts with two of his best friends to help open the conversation about living with illnesses.

From discussions about bondage, fetishes and sexual misadventures to interviews with cam girls, tinder experts and doctors, it is clear that a lack of censor is the goal.

However, a lot of listeners say they tune in to hear MacLean and Saunders discuss their polyamorous marriage.

The couple says a combination of marrying young, Saunders' cystic fibrosis diagnosis, and a lot of communication and experimentation all played a part in leading them to their current lifestyle.

"If there was any part of my psychology that was waiting to do things after my life with Jeremie is over there would have been something terribly wrong with that," says MacLean.

The couple stresses it was not something that just happened overnight and it takes a lot of work, honesty and communication because things are

"We are just trying to normalize conversations surrounding sex."

- Jeremie Saunders

always continuously changing.

"Honestly, two years ago, if you said anything about polyamory there was no way I could ever imagine myself in that situation. I couldn't picture how that would make sense," says Saunders.

It is interesting to hear this perspective after tuning in since the first portion of the episodes outline the dynamics of their polyamorous relationship, which can easily be taken as a taboo fantasy lifestyle by some.

"We talked about this for five years off and on, before our marriage. We had done so much ground work to get used to wrapping our heads around this idea," says MacLean. "It was gradual and continuously adjusting."

Obviously, just like any sexual preferences, polyamory is not for everyone, but the open discussion about the lifestyle and sex in general has gotten Halifax buzzing.

Despite creating a safe platform for guests to discuss their sex lives, some challenges have

arisen among hosts and listeners alike.

MacLean says her lack of hosting experience challenges her in regards to finding a balance between being herself in conversation and being presentational in conversation, while Saunders struggles with language surrounding gender norms and sexual fluidity.

"It's very easy as a cisgender male to say something that I don't personally mean to be offensive but ends up in confrontational comments," says Saunders.

MacLean adds that the couple has also gotten a lot of positive, educational and supportive feedback on how to improve their terminology.

On the listener side of things, it seems most issues arise when one part of a couple tunes in and another doesn't.

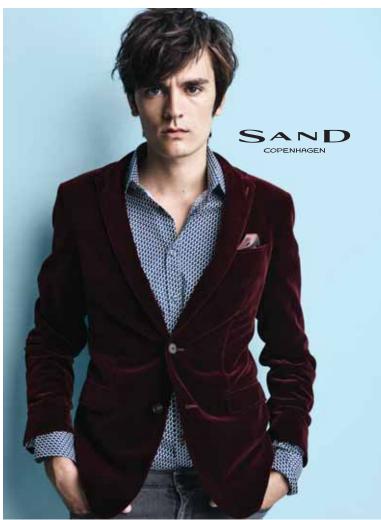
Not to sound too Sex with Sue here, but if your partner won't listen to you talk about what turns you on, or be open to talking about things you're interested in trying, are they really who you should be building a life with in the first place?

I was met with numerous squeals of excitement while fishing around for Turn Me On feedback.

Apparently, all Halifax needed was a podcast talking about people getting their feet jizzed on, enjoying being called daddy, or waxing their butts to spark some interesting and educational conversation.

When it comes to sex, there is no normal, but sex talk should be — so thank you Turn Me On for not advising, just talking. ■







STYLE



Big Apple buying

Duggers shops New York for world's top fashions

By Zac Barkhouse



All the way back to our inception, we have always made it our mission at Duggers to provide the well-dressed men of Halifax top-quality service as well as carefully-curated product collections. Feel, tradition and craftsmanship are the keys to finding those special items that cannot be determined from afar.

We strive to appraise in person, meeting the people who make them, and learning the rich history and traditions of the companies themselves. We don't cut corners where our customers are concerned.

The dense urban jungle of New York City is often referred to as a major global centre for media, commerce and culture. In addition to these labels, it is widely considered one of the top fashion capitals of the world. Nestled within the perfectly criss-crossed streets of Manhattan, one can find any number of high-end boutiques and major designer brand head-quarters offering all styles and fashions imaginable.

Whether looking for the hottest urban streetwear, the finest dapper dresswear, or anything in between,



chances are good that you will be able to find what you are looking for somewhere in NYC. Naturally, this is one of the first locations that we head to each season in our constant search for high-quality, unique clothing.

Kicking off the week is New York City's MRket and PROJECT trade shows that set the tone for the season's trends and styles. Placing orders for long-standing client favourites and scouting out new brands, we are able to return home with a collection not seen before in Halifax. Equally as important as the trade shows are the opportunities to dine and collaborate with buyers from similar-minded businesses from around the world, determining future trends, what is working for their clients and any hidden "diamond in the rough" brands. The trip allows us to not only bring back top-tier clothing, but also up-to-date industry knowledge that allows us to better serve our clients back home.

And of course, what would a trip to NYC be without mixing a little pleasure with the business? With top notch hotels, dining and attractions, a trip to New York would be wasted without experiencing at least a bit of what the city has to offer. After innumerable trips to NYC, we've compiled some of our favourite places ...

To sleep: Parklane - One of the older hotels in the area, the Parklane is beautifully maintained, making it the best bang for your buck when it comes to accommodations in Manhattan. Clean rooms, affordable rates and located right on the southern border of Central Park, we recommend opting for the "park view" rooms - they're worth every penny. Featuring gorgeous aerial views of Central Park South from the upper levels and only steps away from Fifth Avenue, it's close to many iconic New York attractions. This hotel is a definite favourite.

To eat: Quality Italian — Modern meets traditional in this upscale Italian steakhouse. With an excellent wine list, chic atmosphere and superb service, this restaurant is a favourite among those travelling on business, and we're no exception! We recommend diving into their mouth-watering dry aged tomahawk ribsteak or their lamb chops scottadito.

To see: Museum of Modern
Art — Considered to have one of
the best collections of modern
western art in the world, the
MoMA is a must see whether you
are an art enthusiast or novice.
Housing paintings by countless
influential artists such as van
Gogh, Picasso, and Salvador Dalí,
as well as hundreds of thousands
of other art forms from influential
artists, a visit to the MoMA is an
opportunity to experience art
history first hand.



bugatti

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No Pretences

When it comes to cigars, Paul Stulac competes on quality and taste

By Tom Mason
Photo By Darren Pittman

Spread across the walls of Paul Stulac's office in the plush Halifax Club are pictures of some of the world's most famous cigar aficionados. Che Guevara, Fidel Castro and Winston Churchill all mount famous poses, their trademark cigars clenched tightly in their teeth. The photos are proof that someone's image and identity can be forever shaped by a cigar.

For Stulac, that's a powerful idea. He's always had a love and a deep fascination for the allure of cigars. "When I was growing up I used to take marker pens and walk around holding them like they were cigars," he recalls. "I was fascinated by them." In his 20s, living in Vancouver and homesick for his native Halifax, he tried a Monte Cristo for the first time one night. It was the first truly great cigar he had ever smoked and it was inspiration in a tube. "Before I finished smoking it I said to my buddies: 'I'm going home boys. I'm going to get into the cigar business.' They all laughed."

Stulac was true to his word. He moved back to Halifax and opened his first kiosk — a mahogany humidor he built himself — in Mac Mac Mall. It was an instant success. A move to the Halifax Shopping Centre was "a game changer" for Stulac. There, he built a larger walk-in humidor with a thatched roof in front of the main escalators. "It was more of a store than a kiosk," he says. "It's where my business really began." He made other moves, to Casino Nova Scotia and



a few other downtown locations before opening a store called Smoke on the Water in Bishop's Landing 14 years ago, all the while developing a regular clientele. A year and a half ago he moved his business to his current location at the Halifax Club with a street-front shop on Granville Street and a cigar lounge and office inside the club.

Despite his string of successes, Stulac nurtured a bigger dream. He wanted to break into the other end of the cigar business — to create his own line of fine cigars with his own distinctive label. On the surface it seemed like a daunting task. Like single-malt scotch and high-performance sports cars, great cigar brands carry a mystique that has been carefully cultivated over many years. In some circles the word 'Cuban' is far more likely to conjure up images of a fine cigar than a citizen from that island nation.

Stulac started his first cigar line in 2002. It wasn't an instant best seller but he struggled on. In 2012 he met Guilliermo, a Cuban expat and third-generation master cigar blender living in Miami who was rolling cigars over the counter

in his own small shop in Miami. "We hit it off immediately," says Stulac. "In two minutes we were best friends." The two men began developing new lines of cigars featuring distinctive tobacco blends from around the world. Stulac came up with new labels and a new marketing strategy — one that seemed deeply unconventional. "No tales of tobacco fields. No 100-year traditions. No pretences," he states in his advertising tag line. It was a direct challenge to the major manufactures who herald their deep traditions as a key to their product's quality and flavour.

Stulac says his counterintuitive marketing strategy is a way of addressing a key objection up front. "Everybody who gets into the business tries to pretend that they've been around for hundreds of years. I decided to go the other way and just throw it out there that I don't have any of that. I'm not going to spin a tale about growing up on a tobacco field. I don't have the history but, in the end, it doesn't really matter. I can compete on quality and taste."



Today, Guilliermo operates out of Nicaragua and continues to be Stulac's primary supplier, using the best long filler Nicaraguan tobacco wrapped in an Ecuadorian Habana or Brazilian Maduro wrapper — medium body cigars with a complex flavour that appeal to serious cigar aficionados.

Stulac's product line has been profiled in Robb Report magazine and he's garnered attention for his 'No Dress Code' line that delivers freshly-rolled cigars to smokers without the fancy packaging. Business is brisk.

Like craft beer, single malt and other kindred products, the cigar industry has changed and evolved in the last two decades. These days, educated cigar smokers approach their pursuit of cigars as a passionate hobby. They want to experiment, collect and fill their home humidors with new products, giving Stulac's unique Canadian brand plenty of cachet. "They know a lot about cigars and they want to keep discovering new products," he says. Google has changed everything. Especially the cigar business."



STYLE



Walk with class

Duggers takes its footwear on more upscale path

By Heather Laura Clarke | Photos By Darren Pittman



While Duggers' buyers have always brought in the latest shoe styles from around the world, shoe specialist Karl van Allen says they're following their customers' requests to move in an even more upscale, specialized direction.

"You can get a basic black shoe almost anywhere, so it's nice to come to Duggers where you're not only getting something very different in style, but extremely well-constructed," says van Allen.

The department's top-selling lines at the moment include Allen Edmonds, Johnston & Murphy and ECCO—and each brand has a long history of shoeing high-profile men worldwide.

Allen Edmonds has been a leader in men's shoes

since 1922 and they're known for an ability to handcraft more than 100 sizes of shoes — from size six to sixteen and narrow AAA to wide EEE. They also offer recrafting services where you can send in your shoes to replace the soles, welting, cork layer, laces and heels. You can request to have the uppers refinished, restore their original colour and have the leather hand-polished.

Johnston & Murphy has been custom-designing shoes for each U.S. president since 1850. Barack Obama's black oxfords were a modernized version of Abraham Lincoln's 1861 lace-up boots, presented in a handcrafted koa wood box from his home state of Hawaii.

ECCO was the vision of Copenhagen shoemaker and factory manager Karl Toosbuy, who gave up everything to follow his dream of developing innovative new footwear. He broke centuries of shoemaking tradition by declaring that "shoes had to be made to fit the feet" when he launched his first functional, comfort-focused collection in the 1970s.

We're moving into boot season and van Allen says shades of brown are still the most popular colour. The preferred height at the moment seems to be just above the ankle, and many new boots have casual details.

"We're seeing a lot of dressier boots incorporate more of a rugged workwear style, with speed hooks at the top, and then a clean, dressy finish for the bottom," explains van Allen.

If a new customer isn't used to spending much on their shoes, van Allen says they're sometimes curious about the cost — why, exactly, should they pay more than the \$50 or \$60 they're used to spending?

"Once we explain about the quality of the leather, how the sole is constructed, the different components that are used, and how they're designed to last for years and years, they understand what they're investing in," says van Allen.

He says low-quality shoes experience much faster wear and tear as the glue connecting the sole and upper starts to let go. Because the leather forming the shoe's upper is of a lower quality, it's going to dry out quickly — changing the feel, structure and appearance of the shoe.

"The most important thing is to always buy the best quality you can afford at the time," says van Allen. "Not only will it look better, but it will last far longer and feel better — not just on your feet, but your knees, hips and back."

He says people often underestimate the repercussions of wearing of poor-quality footwear and then wonder why they're suffering from joint pain. He praises the cork soles of Allen Edmonds shoes, which take on the shape of their owner's foot.





"It's almost like a natural orthotic," says van Allen.

He says Allen Edmonds' recrafting program has been very popular with Duggers' customers because it allows them to have their shoes refreshed every few years.

"I've got customers who have been wearing their Allen Edmonds shoes for upwards of eight years because, every two to three years, they send them back to the factory to be recrafted," says van Allen. "It's a great program."

His tip is to extend the life of your new shoes by picking up a pair of shoe trees. For less than \$30, the cedar pieces have an adjustable split-toe designed to retain the shoe's shape and absorb moisture — which can damage the leather and cause odors.

"They'll really prolong the life of a pair of shoes quite a bit," says van Allen. "If you're investing in good-quality shoes, it can double the shoes' life."

TRAVEL

Dive into Turks & Caicos

From 50-person catamaran sunset cruises to kayaking through mangroves or taking a snorkelling tour, Turks & Caicos offers unique vacation options



By Kelly Taylor Photos by Turks & Caicos Tourist Board, Canada Office



The conch is fresh, the scuba sublime and, if three members of Parliament had their way, it would be Canada's 11th province.

Turks & Caicos, a set of islands about 300 kilometres north of Haiti, has been in the crosshairs of Canadian travellers — and politicians — for the better part of a century.

It's easy to see why: crystal blue waters, an almost unending array of beaches, friendly locals and seafood so fresh most of it was still living when you ordered your meal. If Britain and the U.S. can have the Virgin Islands, why can't Canada have its own little slice of paradise?

The truth is, it can, with or without political affiliation. Air Canada offers connections through Montreal via San Salvador Island, Bahamas, while package offerings from WestJet Vacations, Marlin Travel and others provide a host of opportunities.

If you're tired of vacation spots cluttered with high-rise hotels and overrun with tourists, T&C might be just for you. Resorts are low-slung, most less than three storeys and while that might impact pricing, it also ensures an amount of exclusivity. Many offer spacious condo-style dwellings complete with a kitchenette. Get off the main resort track and you can experience a more rustic set of accommodations.

Bringing life to water.







www.seamasters.ca

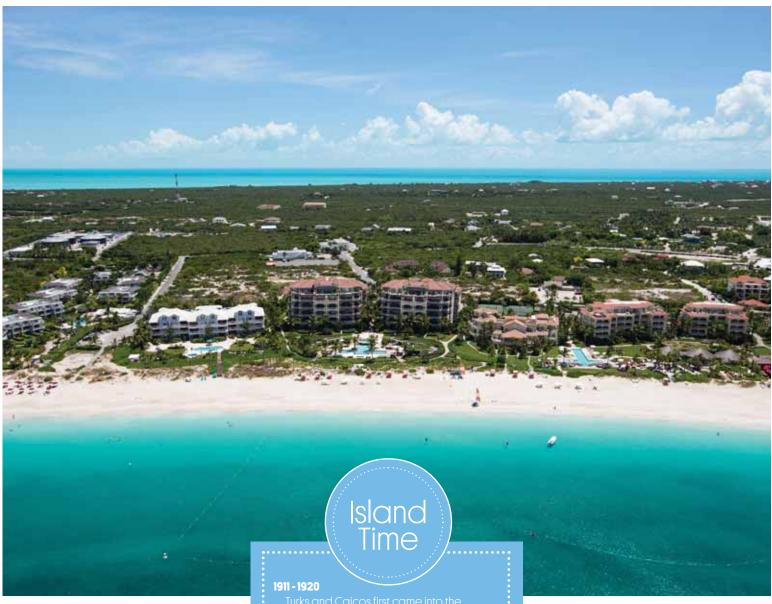
Dartmouth, Nova Scotia •

Saint John, New Brunswick









Perhaps one of the most noteworthy is run by a Haligonian, Stan Hartling, who owns three four-to-five star resorts: the Sands at Grace Bay, the Palms Resort and the Shore Club, all within easy reach of the largest city, Providenciales, in the Caicos Islands.

When you get there, an array of activities await, not the least of which is scuba diving.

"Well, this is what is very popular and basically started the tourism industry here," said Rosemarie Wilson, tourism and promotions director for T&C in Canada. The country boasts 370 kilometres of coral reef, the third-largest in the world and is ranked among the Top 5 dive locations.

The country comprises 40 islands and cays, and only eight of those are inhabited. The uninhabited islands offer "amazing options," Wilson said. The 35-kilometre channel between Grand Turk and Salt Cay runs to a depth of 7,000 feet, with sheer walls on either side for wall diving and drift diving. From either Grand Turk or Salt Cay, you don't even need a boat, as the wall is only a short distance from shore.

Canadian consciousness when Prime
Minister Robert Borden (in office from 1911 to
1920) proposed to the United Kingdom the
idea that of its many Caribbean possessions,
Britain could let Canada have one.

1970s

Then in the 1970s, NDP MP Max Saltzman and in the 1980s Conservative MP Dan McKenzie separately championed the idea of T&C becoming part of Canada

2004

In 2004, Nova Scotia's legislature unanimously passed a resolution calling for negotiations for T&C to join the province.

2013

In 2013, Edmonton MP Peter Goldring nade a similar play.

All have been shot down, if not by the British monarch then by successive governments of Turks & Caicos, though the T&C government welcomes the conversation if only because it highlights the country as a tourism destination

Several dive companies offer lessons, equipment rental and excursions.

Golfers may be surprised to find the islands have but one course, the Provo Golf Club. It's managed by a pair of Canadian golf professionals, and boasts Golf Channel celebrity David Feherty as its ambassador. Try not to hit the flamingoes.

If relaxation is your aim, most resorts will either have their own spas, or will have an arrangement with the travelling Spa Tropique, which will bring its own beds, supplies and masseuses to wherever you wish to be treated. Want a massage while overlooking the beach? No problem.

Many visitors to Turks & Caicos will likely first set foot on Grand Turk, where thousands of cruise-ship passengers disembark regularly. This island is rustic, where history and simple beauty abound. The dock is located next to a collection of duty-free shops where you can buy watches, diamonds, jewels and clothing, among other things. It is home to the country's capital, Cockburn Town.

A tour of the island is a pleasant way to











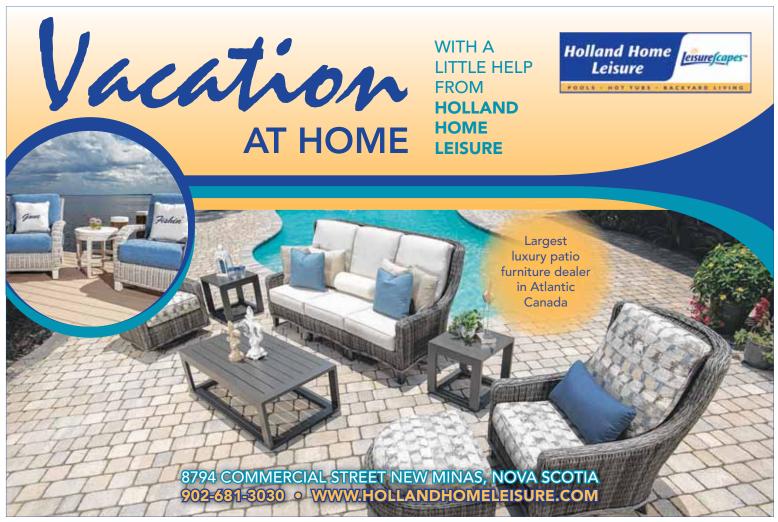
spend shore time. My wife and I landed here as part of a Carnival cruise, and the beach right at the dock was beautiful, with sand so fine (and so hot!).

Fans of conch have a variety of options, from Bugaloo's Conch Crawl in Five Cays to da Conch Shack in Blue Hills as just two of many. "These two are both very popular for taking fresh conch right out of the sea in front of you and preparing a fresh conch salad as you watch," Wilson said.

For fans of other cuisines, the

For fans of other cuisines, the islands don't disappoint, ranging from local dishes to Italian. Most resorts, with the exception of the two all-inclusive resorts — Beaches and Club Med — have restaurants open to outsiders.

Three resorts, part of the TCI collection — the Alexandra Resort, the Blue Haven Resort and Marina and the Beach House — have just established an all-inclusive plan that allows guests at each to dine at the other two, with shuttles between, Wilson said.









Lord Stanley

Professional Penguins scout Ryan Bowness brings the Stanley Cup to Duggers

Photos Supplied

- **1.** Bowness, professional scout for the Pittsburgh Penguins, hoists the Stanley Cup at the front doors of Duggers Menswear. (Left to right: Rick Bowness, Ryan Bowness and Ross McNeil)
- 2. The Stanley Cup sits on the floor just inside Duggers' front doors with store owner Ross McNeil and two generations of the Bowness family: Rick Bowness, associate coach of the Tampa Bay Lightning, and son Ryan Bowness, professional scout for the Pittsburgh Penguins. (Left to right: Ross McNeil, Ryan Bowness and Rick Bowness)
- **3.** Store founder Dugger McNeil's portrait oversees the arrival of the Stanley Cup. (Left to Right: Rick Bowness, Ryan Bowness and Ross McNeil)





Cool rides

AUTO

Ross McNeil's car collection speaks to the Duggers' brand's individualism



By Lisa Calvi Photos By Darren Pittman & Lisa Calvi



Ask Ross McNeil where he got the snappy suit he's wearing and he'll most likely reply, "Duggers! We got it all, baby!"

Armani suit? Boss jacket? Brax jeans? Duggers! Fancy yourself a Coppley suit, Danish tie, an Eton shirt or Zampiere shoes? Duggers has you covered from A to Z... and from head to toe.

It's always a pleasure to step out of the bustle of Spring Garden Road into Halifax's premium men's fashion oasis. There's also the thrill of laying eyes on the sweet powder-blue Fiat Cinquecento (500) on display.

A car in a store? Duggers is a given for one-of-a-kind clothing and accessories. But cars? Yes!

As owner of the fashion stalwart, Ross McNeil shares with customers his life-long passion for cars, collecting vehicles that speak to the Duggers' brand's

individualism.

There are six 'pieces' in the wheeled collection. Each vehicle is of interest for its place in automotive history but just as intriguing is how each came to be in the Duggers collection.

The six quirky vehicles regularly star in city parades, make appearances around town, provide backdrops for wedding photography and garner attention for the Duggers brand out on the streets.

The Bertone X1/9, in red of course, is one tiny sports car. As one Hemmings reviewer put it, "Once in the driver's seat, you realize that this is a car you wear, fitted through the waist though not too tight in the inseam."

Known in the motoring world as the baby Ferrari, the rear-wheel-drive, two-seater was designed by



 $*\$54,100\ plus\ Retailer\ Admin\ Fee,\ Freight\ \&\ PDI,\ Porsche\ Mats\ \&\ Cargo\ Tray,\ \$22.50\ Tire\ Recovery\ fee\ and\ applicable\ taxes$

Porsche of Halifax













Italian automaker Bertone and built by Fiat from 1972 until 1982, when Bertone took over until 1989. The mid-engined roadster has storage compartments in both the front and rear and a lightweight, removable hardtop.

Having lived in France in my childhood, I've a soft spot for the utilitarian grey Citroën 2CV, with a roll-back top and three-speed shifter on the dash. After a couple of tries, the 'Deux Chevaux' fired up, sounding very much like a lawn mower.

After conducting a market study for the economy car project dubbed TPV (Très Petite Voiture — very small car), Citroën's mandate was that it have front-wheel drive, a maximum speed of 60 km/h, a fuel consumption of 3.0 L/100km, and that it be cheap to produce, buy and maintain.

The marque's wish list included such items as: "... space for four adults (and tall enough to take the owner and passengers to church in their Sunday-best hats), big enough to carry 50 kilograms of potatoes, able to carry a basket of eggs over a ploughed field without breaking one of them."

The car was a surprise hit for its go-anywhere suspension, reliability, extreme durability and ease of maintenance. The French motoring icon so charmed the world, it enjoyed a 42-year production run.

A Duggers' customer spotted the cheery yellow Nash Metropolitan and mentioned it to Ross. He couldn't resist buying it and having it decaled with the Duggers logo, adding the words 'Be unique' underneath. An apt slogan both for Duggers and for Nash, an innovative American motorcar company that introduced unibody construction to the North American mass market and was the first to feature seat belts as options in 1949.

Then there's the oddball righthand drive mini-truck from Japanese automaker Daihatsu, sporting the appropriate slogan 'Duggers. We deliver.' on its side.

The jaunty 1961 Volkswagen Beetle is a true gem and, although I didn't get to see this one in the flesh, the sparkle in Ross' eye when he mentions it compels me to ask if he has a favourite. He claims it's too difficult to choose.

Each of the vehicles in the Duggers' collection has a distinct story and, although it may seem to have neither rhyme nor reason, there is a method to the collector's 'madness'—the country of origin of much of the clothing and fashion brands that Duggers carries are represented by the vehicles.

I want to know if any of the vehicles are for sale. Ross replies, "No, not really."

He grins, "But then, I am a salesman."

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