

FREEDS

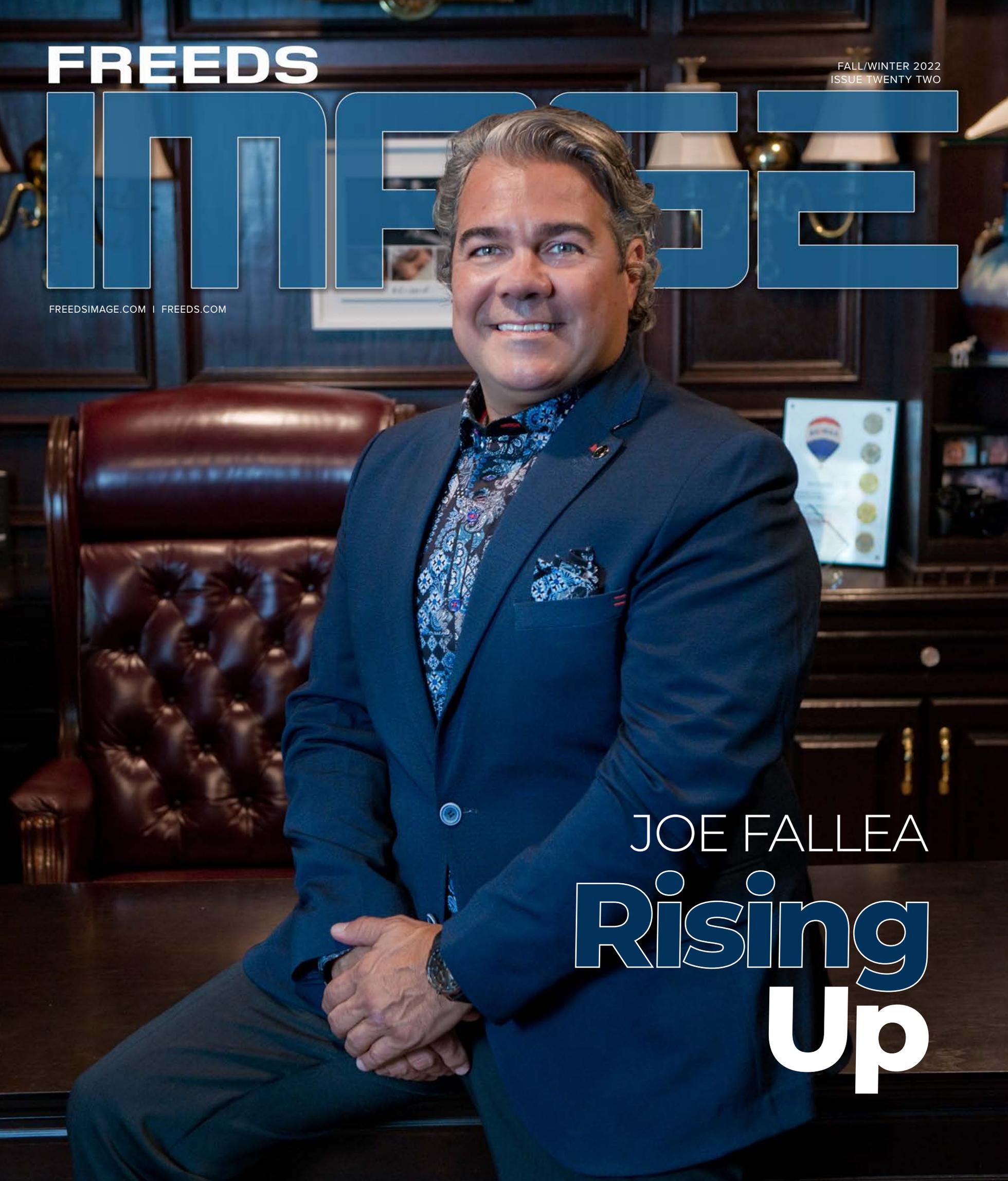
FALL/WINTER 2022
ISSUE TWENTY TWO

IMAGE

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JOE FALLEA

Rising
Up





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IMAGE
M A G A Z I N E

Dear readers,

We appreciate all the continued support we've had through these hard times. Now that the world has opened once again, we hope you will join us on our journey to work with more individuals and local businesses.

This issue has profiles on some incredible individuals who are masters in their fields--their level of success is something to aspire to. As a token of our appreciation, we have given them the opportunity to introduce themselves to you through our magazine. This includes a lovely feature story on one of the most prolific members of our community, Gerald Freed, whose dedication and knowledge has carried his father's legacy through to a successful 90 years in the fashion industry.

As winter rapidly approaches and the holidays are on the horizon, we wish to introduce you to our brands so that warmth and style can live within your wardrobe in tandem. This year's winter collection includes reintroducing Polo Ralph Lauren back into our store, as well as the always in fashion Bugatchi brand.

Thank you so much for your support! We appreciate all the business that you do with us, and we hope that this is everything you were looking for.

Fashionably yours,
Ari Freed & Dan Orman

A handwritten signature in black ink, appearing to read "Ari Freed".

A handwritten signature in black ink, appearing to read "Dan Orman".

FREEDS
is fashion



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A man with a shaved head, smiling, is walking a small, fluffy brown dog on a blue leash. He is wearing a brown blazer over a dark blue turtleneck sweater and grey trousers. The dog is standing on its hind legs, looking up at him. They are on a paved path next to a light-colored building with windows. The scene is outdoors with greenery in the background.

JACKVICTOR

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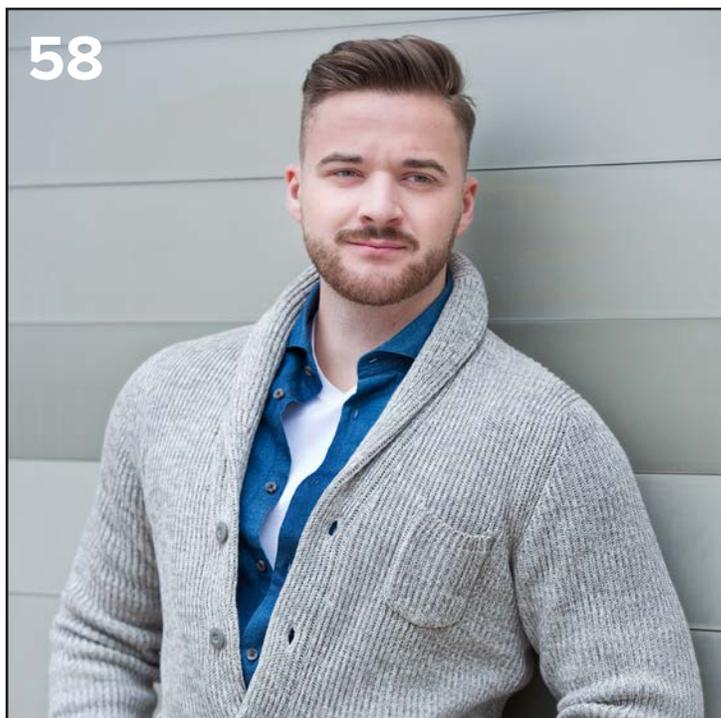
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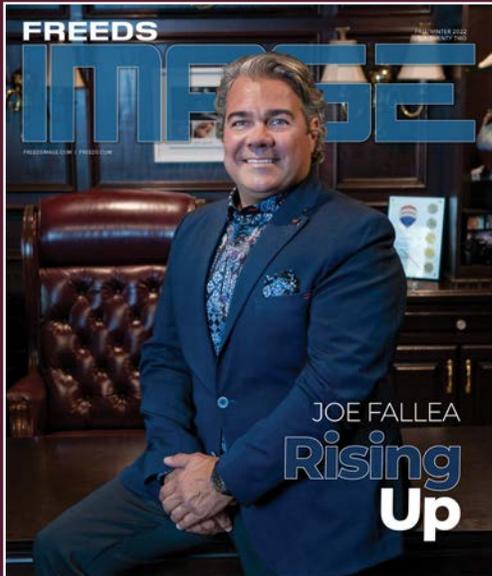
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FREEDS
IMAGE
M A G A Z I N E

FALL/WINTER 2022



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Voted Best Pizza! 2020-2022



Voted Best Pizza Restaurant! 2019, 2020, 2022



Voted Top Choice Pizza! 2017-2021



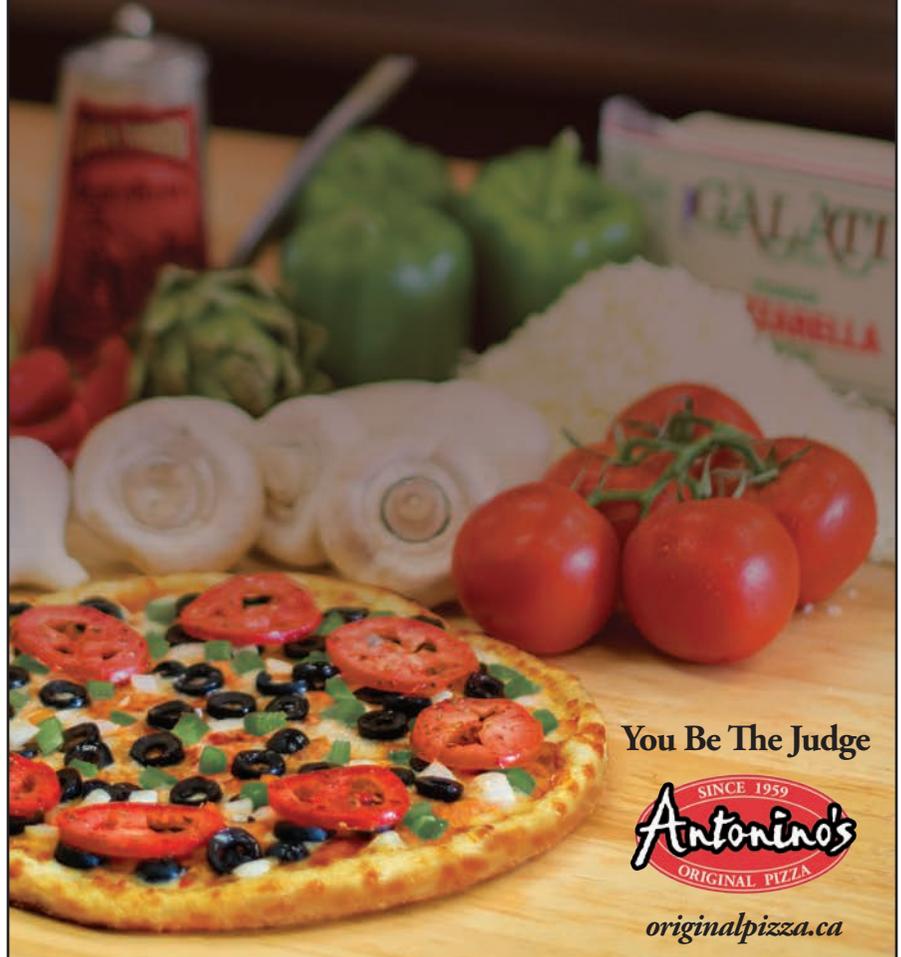
Rated Top 3 Pizzerias in Windsor 2016-2019



Winner: Perfect Pick-up Palace for Foodies 2012



Winner: Small Company of the Year 2011



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A man and a woman are posing against a textured, light-colored wall. The woman, on the left, has her arm around the man's shoulder. She is wearing a light-colored long-sleeved crop top and light-colored joggers. The man, on the right, is wearing a white long-sleeved shirt and dark-colored joggers. Both are wearing light-colored socks and shoes. The floor is made of wooden planks.

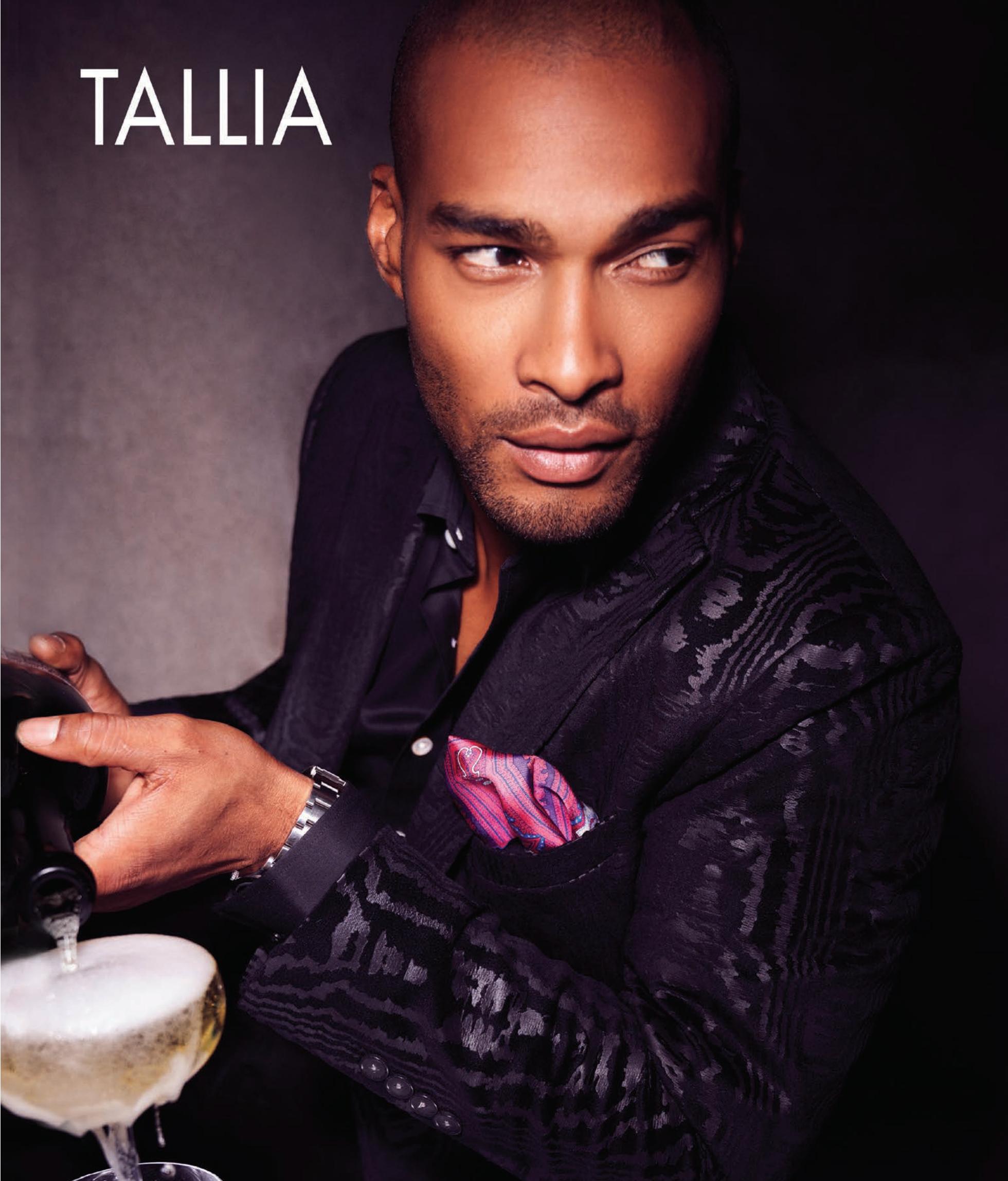
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Perspective on
Performance
Apparel



Joseph Ribkoff
SIGNATURE

TALLIA



By Jessie Gurnick



Rising Up

There is no one-size-fits-all answer to becoming a top agent, as success in this field depends largely on the specific market conditions where you work. For Joe Fallea, the journey to the top began in 2016 when he had a drastic career change from chef to realtor.

“After 25 years of hard work and dedication, I felt that a new career in sales is where I wanted to be,” said Fallea when asked why he made this career change. “My customer service expertise is my strongest asset I bring from the restaurant industry. I started investing in real estate at the age of 21 and that also has been a great help to my success in what I am doing today.”

Fallea has been steadily growing his business since he dove into the industry, becoming a Top Sales Individual with RE/MAX Preferred Realty, earning the RE/MAX Hall of Fame award in his 3rd year, as well as receiving the Diamond award in sales. Ranked as the number one Top Producing Real Estate Agent and Top Listing Agent from 2019 to 2021, he is punctual, hardworking, intelligent, dedicated and extremely knowledgeable about his profession. As a top agent and multi-million-dollar producer, he is a true advocate for his clients with an honest passion for obtaining the best possible results.

There are many other factors that likely contributed to Fallea’s successful (and very rapid) rise in the real estate industry. However, among the most important would be his expert negotiation skills and his well-rounded approach to marketing his listings. When combined, these skills translate into a quick sale at a great price, which of course leads to client satisfaction.

Fallea also attributes part of his success in real estate with his alignment with Bungalow Group, a premier builder in Windsor-Essex who has recently expanded their developments to Chatham. Their luxury homes come with an affordable rate, and Fallea is there to match quality homes with quality homeowners.

Additionally, Fallea has a unique component in his pocket that boosts his credibility – a partnership with Canadian entrepreneur and HGTV star Scott McGillivray. Being a McGillivray trusted agent does not happen to just any real estate agent, it happens when aspiring investors share values and passions. According to McGillivray’s website, a McGillivray Trusted Agent is someone with the “market knowledge and expertise guaranteed to make your real estate journey a smooth and successful one” which is why Fallea earned McGillivray’s trust.

“My partner in the investment end of our business, Mike Seal brings 25 years of experience and has been a part of Scott’s network for over 10 years since the inception of the Keyspire Network,” says Fallea. “It has been a pleasure to be able to speak amongst the thousands of investors with stage presence at private investment networks over the years, and to be able to promote our great city of Windsor and surrounding area. I have been able to share our city’s great values, and to share investment opportunities with the Windsor Movement.”





Sportcoat: Robert Graham
Sweater: PYA
Pants: Sunwill

With Mike Seal at his side, Fallea's pride and joy is the Windsor Essex Real Estate Team, which bears the fruit of their investment efforts. Their team consists of agents Paul Marini, Tannis Bence, Christian Conciatori, Mike Seal, Joe Fallea, Chuck Beaumont, and Client Care coordinator Danny Kakish. The whole team shares a common goal of achieving the highest level of service needed for client care, and bringing information to the table that will help people through the real estate process for single family homes, investments, and commercial properties.

There is always someone on the team willing and able to help. Fallea's goal is to keep growing his business, and he plans to do so with additional investment properties. He always has his clients' best interest at heart and strives to provide them with the award-winning customer service they have come to expect.



Sportcoat: 7 Downie St.
Shirt: Au Noir
Pants: Sunwill
Shoes: Donald Pliner

Fallea enjoys working with his customers to find the perfect property or opportunity. He loves getting involved with their lives, and making them happy. He finds it rewarding to be able to help people make the most of their purchases.

Fallea also wishes to extend a thank you to everyone at FREEDS for supporting him throughout both of his careers. Their friendship dates back to 1992, and he is proud to be a part of their brand image over the last 30 years. Freeds kept him dressed for success and has been an integral part of all his accomplishments. In today's market, it is more important than ever to have a professional on your side.

With so many changes happening every day, it can be difficult to keep up with the latest trends. However, a top realtor will always be ahead of the curve and able to help you navigate these changes. If you're looking for someone who can help you buy or sell in this unpredictable market, you can trust in Joe Fallea.

Outside of real estate, Fallea is a family man who could not be more proud of the accomplishments of his wife Julie Fraser (owner of Walkerville Wellness) and four children. His three eldest, Sophia, Sante, and Teo, are all in University/College, while his 3 year old, Rocco, "runs the household." Fallea's family means the world to him, and he cannot wait to see their successes in their own endeavours as professional adults. He also loves giving back to the community through philanthropy and gives support to multiple charitable organizations.

His goal is always to be working hard for you and to be your Realtor of choice. Visit him online at joefallea.com or wereteam.com to learn more.



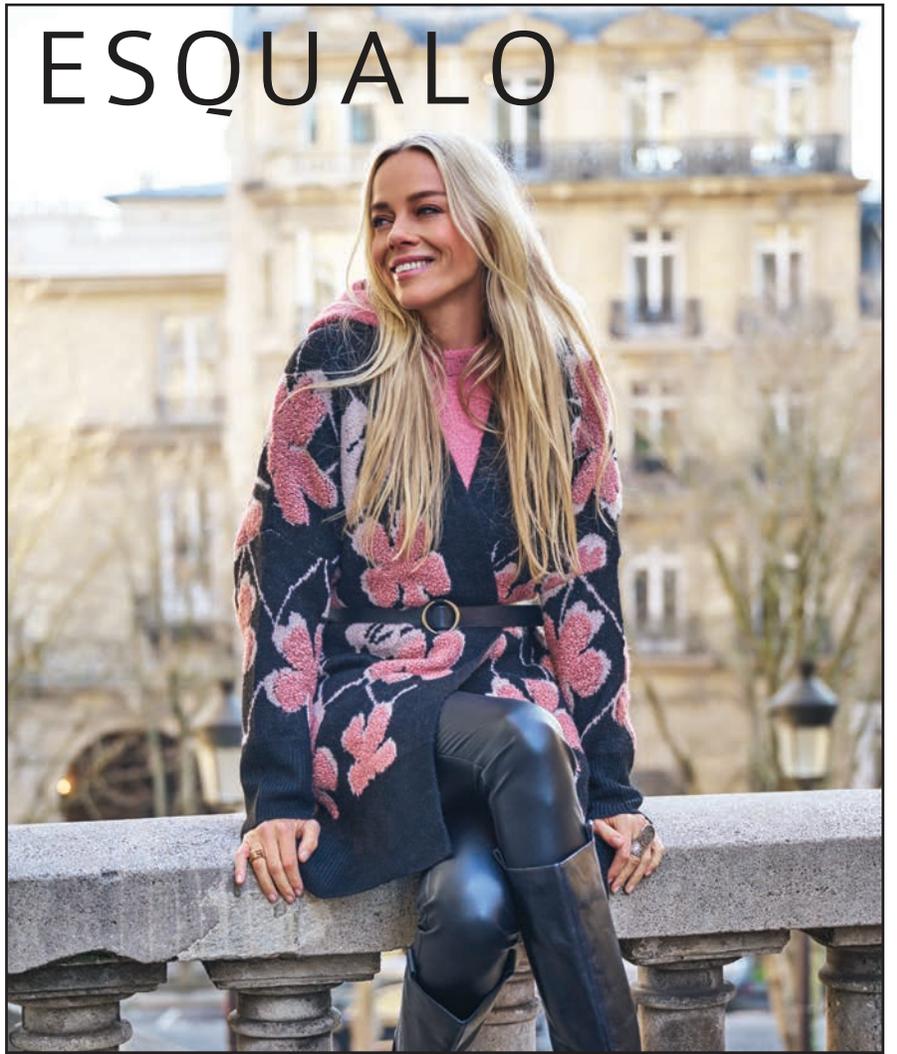
Sportcoat: Fish Named Fred
Shirt: Robert Graham
Jeans: Jacob Cohen
Shoes: Johnston & Murphy



From L to R: Christian Conciatori, Joe Fallea, Tannis Bence, Mike Seal & Paul Marini



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PATRICK ASSARAF

FALL 2022 MILANO



Financial planning for professionals and business owners

If you own a business or professional practice, you have unique financial planning needs that require specialized expertise.



- Are you taking advantage of tax minimization strategies?
- How does your business or practice fit into your retirement plan?
- Are you comfortable that your interests, your family and your business are protected?
- Even if you are years away from slowing down, do you have a succession plan that works for you and your stakeholders?



Our approach

We will begin with an in-depth discussion to explore your unique needs and aspirations, your current financial picture, your comfort level with risk and the time frame for reaching your objectives. As needed, we will tap into our team of industry-leading experts in investments, tax, risk management, succession and estate planning. Together, we will build a customized IG Living Plan for your business or practice that addresses each of the following areas.

Minimize tax

Do you have a tax strategy designed to improve your long-term financial situation? We will incorporate tax efficient strategies into your overall plan-based on your current income structure, eligible tax credits, capital gains timing and available investment planning options.

Protect your interests

It makes good business sense to protect your greatest assets – your business assets, your employees, a key business partner, your family, yourself and your ability to generate an income. We will complete a thorough assessment – your business assets, your employees, a key business partner, your family, yourself and your ability to generate an income. We will complete a thorough needs analysis and build a plan that minimizes your exposure to business and personal risk, puts protection in place to strengthen your business or practice if you cannot be there, and helps everyone to benefit when it's time for you to pass the torch.

Plan for succession

No matter when you plan to wind down your involvement in your business or practice, it's smart to think about what your income will be once you move on. The decisions you make now could have lasting impacts. For example, should you take salary or dividends? What about group RRSPs or IPPs? We'll carefully review the options with you and recommend strategies to secure your retirement lifestyle.

Invest wisely

We will review your investment portfolio to ensure it has the right blend of assets most likely to achieve your objectives. With state-of-the-art tools to assess your time horizon, performance expectations and risk tolerance, we will project your requirements and determine any gaps.



Maurizio Mastroianni

B.A.Sc., M.A.Sc., MBA, CFP®

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THE FREEDS LEGACY

Gerald Freed

A legacy is something that is passed down from one generation to the next. It can be a physical object, like a piece of jewelry or art, or it can be an intangible thing, like a family recipe or a story. Legacies are important because they help us remember our past and connect us to our ancestors. They remind us of who we are and where we came from. They help us understand our present and shape our future.

Believe it or not, Gerald Freed began his place in his family legacy in 1946, sweeping the floors of Sam's Department Store after school for 25¢ an hour. It was his father's store, which opened in 1929 only 3 weeks before the stock market crash that plunged the world into the great depression.

Persistence and strong business-sense kept Sam's Department Store alive and well, and by 1936, Sam celebrated the birth of his son, Gerald, who would go on to become one of Windsor's most prolific businessmen. In the early years of Gerald's life, Sam instilled in him the importance of hard work and customer service. He proved himself to be a quick learner, and by the time he was a teenager, Gerald was helping out in various aspects of the store's operations. He learned how to deal with suppliers, how to manage inventory, and how to keep customers happy.

"He knew I liked being at the store," Gerald said when asked about his father. "I'd sweep the floors and take alterations to a tailor on Gladstone. I got my first paycheque on Christmas Eve in 1946. If I did something, didn't follow instructions, I wasn't allowed in the store for 2 days."

By 1950, at the age of 14, Gerald was a full-fledged suit sales man. Then, in 1958 Gerald had just finished schooling, graduating from what was then called Assumption University, when the General Manager of the department store shocked everyone with a resignation notice. Suddenly thrown overboard, it was sink or swim, and Gerald became the new General Manager.

"Timing makes a win or lose situation," says Gerald. "I was a young guy who liked the business, and my father was a great teacher who had buying power."

The 1950's was also the period where Gerald became involved in the Ottawa Street Merchants Committee, eventually becoming president. After 2 years of being the GM of Sam's, he began getting invited to multiple organizations, ending up as chairman or honorary chairman of over 20 community organizations. He did this as part of his civic duty, and considers receiving the Order of Canada the highlight of his career.

The trick with business is to know how to sell your product. Word of mouth is powerful, but so is the company you keep, and your business dealings. At one point, they were competing with approximately a dozen suit stores, but those stores have since folded and family retail is not as common as it once was. The number one rule is to be passionate about what you're selling. If you believe in your product, then others will too. As the world has changed, so has the market for their products. They have had to learn how to sell their suits to more modern customers, and they have done so by using social media and online marketing techniques. They have also learned that it is important to keep up with current trends in order to stay relevant. By doing so, they have been able to maintain a successful business despite the changing landscape of the retail industry.



“I was a young guy who liked the business, and my father was a great teacher who had buying power.”

In the 1960's, Gerald's brother-in-law Alan Orman joined the business, and the two became co-owners. By 1971, Sam's Department Store went through a rebranding process and became FREEDS of Windsor. Some might say that joining a business venture with a family member is a risky move, but Gerald Freed and Alan Orman saw eye to eye on everything, always compatible, and together they took an already flourishing business and continued to climb the ladder of success. Alan remained a business partner until his passing in 2020.

According to Gerald, one thing that his father said on more than one occasion was to remember that in business, some years will be more plentiful and rewarding than others, but that he “didn't care about that.” What Sam cared about was that everybody got along, because family came above all else, and there has never been a trace of a problem among them.

FREEDS is now owned by Gerald and Alan's sons, Ari Freed and Dan Orman, but Gerald still spends much of his time in the store, assisting new employees in the language of the industry, and teaching them all he knows about well-tailored suits—which is a substantial amount of knowledge! What's more, the family legacy continues now into the fourth generation! Ari's sons Evan and Derek, joined the business in 2018. Gerald states “my father Sam had tears of pride and joy when his grandsons, Ari and Dan, joined the business in the 1980's. Needless to say, I'm sure Sam would be overjoyed with the fact that 2 of his great grandchildren have continued the family tradition. Now into the fourth generation spanning across 11 decades of doing business in Windsor.

FREEDS was born out of hard work, research, and a never-ending drive for prosperity. They worked to get where they are, doing market research, and giving themselves name recognition, with Sam Freed being the one who started it all.

“Sam Freed was a people person who built the business because he had the gift of languages,” says Gerald. “He could conduct a sale in French and Italian, and those weren't even part of his background.”

The FREEDS brand has been around for over 90 years, and it is a name that is synonymous with quality. They have a rich history and a passion for what they do, which has helped them to become one of the most successful businesses in their industry. They continue to work hard to provide their customers with the best possible products and services, and they are always looking for ways to improve upon their already impressive track record. Their commitment to excellence is evident in everything they do, and it is clear that they are a brand that can be trusted.

Alongside his loving business is Gerald's loving family. He has his wife of 65 years, Mikie, and together they have 3 children and their spouses. They have also been fortunate enough to welcome 6 grandsons, and 1 granddaughter, as well as 4 great-grandchildren. He couldn't be more grateful for his family.

Even at the age of 86, Gerald Freed has an impeccable eye for style, and he can still be found giving sartorial advice to customers young and old. His passion for the business is evident in everything he does, and it's clear that FREEDS will continue to be a success for many years to come. He is proud to look at where his family legacy started, and to what it is today.





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Sweater: Sadie & Sage
Jeans: DL 1961
Boots: Steve Madden - Revenge



Denim Jacket: 34 Heritage
TShirt: Robert Barakett
Jeans: DL Jeans
Boots: Johnston & Murphy



Coat: Blue Industry
Hoodie: Good Man
Jeans: 34 Heritage
Shoes: Cole Haan
Backpack: Tumi



Coat: Mackage
Scarf: Passion
Jeans: DL 1961
Boots: Aqua-Flex - 28 Cameron Bee



Sportcoat: Circolo
Shirt: Circolo
Jeans: 34 Heritage
Shoes: Goodman Brand



Handwritten text on a piece of paper, possibly a letter or a note, placed next to the shoes.





Top: Cest Moi
Jeans: 7 For All Mankind
Boots: Aqua Flex
- Nev

Top: Deluc
Jeans: L'agence
Boots: Aqua Flex
- Roxy

Top: Cest Moi
Jeans: DL 1961
Boots: Aqua Flex
- Sophie



Top: Cest Moi
Jeans: 7 For All Mankind
Boots: Aqua Flex
- Foxy



Gunleen Gill
Buyer/Manager
Frees Womens Department
Top: Cest Moi
Jeans: DL 1961
Boots: Aqua Flex
- Crown



Top: Astrid
Jeans: AG Denim
Boots: Aqua Flex
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Growing up watching his parents run their own business, Joe Conlon knew from a young age that he could never work for anyone but himself. Before diving into the Real Estate market, he first tried to fuel his love for music by starting his own entertainment business with an at-home recording studio, which grew into a DJ business and working smaller sales jobs on the side.

After getting the taste of running his own business and gaining an understanding of the sales world, his entrepreneurial spirit manifested all the more and Conlon turned his drive for helping people and making an impact into what is now his greatest accomplishment: Real Estate. Getting his license at the age of 22, Conlon couldn't have asked for a better journey to get to where he is today. He is eternally grateful and looks forward to continuing along this amazing career path.

Diving head first into the real estate industry immediately after graduating from the University of Windsor's Odette School of Business with an Honours Degree in business (B.Comm), Mitchell Deslippe now has 9 years of experience behind him, with the last 3 of those years including obtaining a Broker license.

Deslippe credits his success not to just his work ethic, negotiating skills, and passion, but to finding the right mentor early on.

"Being given proper training and years of industry knowledge right from the start, I was better able to navigate the market and sidestep many rookie mistakes," he says. "Quality mentorship has definitely set me apart from many of my competitors." Now, Deslippe is a contributing partner to the Sign of the Experience team in Amherstburg, alongside his mentor Jason Laframboise. He has seen significant growth in his career and takes pride in using his skill sets to help clients find their dream home.

A man of many skills, Mark Eugeni obtained his Juris Doctorate (J.D.) from the University of Detroit Mercy, School of Law, completed an Honors Bachelor of Commerce (Finance/Accounting), attended the University of Windsor, studied abroad at the University of Hawaii and the University of Siena Law School, Italy. With such an extensive educational background, with majors in Marketing/Human Resources for his Masters of Business Administration (MBA), Eugeni is well-versed in every aspect of business and negotiating, which is important when navigating the world of real estate, which is also why he formed 'The Legal Edge Team' to include Tina Pickle and Donna Eugeni. Combined, the Team has enjoyed #1 Sales for 16 years

When buying, selling, building, or investing, you need someone you can rely on to help you through it.. Eugeni has over 20 years of experience, and his legal knowledge and background makes him an expert in the real estate market. He takes pride in exceeding expectations, including his fluency in Italian, and has been in the Top 100 Real Estate Agents of Canada since 2018. When not negotiating the best offer for your real estate needs, you can find him traveling with his family, playing tennis, soccer, squash, biking, and relaxing with yoga.

Taking the real estate market by storm, Paul Germanese began his career as a single agent, eventually moving on to create AW4U - The Real Estate Group, which has proven to be a major success! Prior to his business venture with AW4U, Germanese achieved being Royal LePage Binder Real Estate's #1 producing single agent for 5 years straight, making it to the Top 100 in Canada in 2018.

Germanese did a small amount of real estate the first year, but his business grew from there. By his next year, he became more dedicated to his clients and understood what integrity means in the profession. Now, using the mantra "always working for you" Germanese knows that "a real estate transaction should never be about the realtor. It should always be about the client. When I say, 'always working for you' I sincerely expect you to have that type of experience."

Today, Germanese is experienced with the ever changing real estate market, as evident by his plethora of accolades.

An entrepreneur from day one, Amherstburg native Brady Thrasher has a tremendous amount of experience both in real estate and in business.

With his business venture "The Affected Campaign" landing him an appearance on Dragon's Den and The Ellen Show, among other media features and celebrity endorsements, Thrasher's professional expertise is one to be reckoned with.

Following in his mom's footsteps, Thrasher has become one of the most prolific real estate agents in Canada, placing in the Top 30 Under 30 for RE/MAX Canada for three consecutive years, and then making the Top 40 Under 40 for RE/MAX North America. A diamond award and lifetime achievement award holder as well as earning a place in the RE/MAX Hall of Fame, Thrasher is also licensed in Florida where he has an office in Fort Lauderdale.

Proud to be a father of three with his wife, Jessica, Thrasher has built himself a legacy.



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MIKE BEZZOUBKIN SCOTT ELLIOTT



Opening a new location is always an exciting prospect for a business. It can mean increased foot traffic, new customers, and expanded exposure for the company.

For Scott Elliott and Mike Bezzoubkin, they found an opportunity to expand their Chevrolet Buick GMC dealership stateside, opening a new location in Du Quoin, Illinois.

“We picked Du Quoin because there was an established dealership there already,” says Elliott. “The owner was looking to retire. Having another location there opens us up to a new market, mainly in the midwest US.”

Their Amherstburg location is still holding strong, with the local community providing tremendous support. Elliott and Bezzoubkin purchased Amherstburg Chevrolet Buick GMC in 2016, and with their combined experience in sales and service, they are passionate about creating a warm atmosphere that’s welcoming to all. This customer-focused approach ensures that every customer will have an unmatched experience.

As the automotive industry shifts gears towards an electric future, their dealership is set to welcome an all-new line-up of vehicles. Many vehicles under the Chevrolet Buick GMC label are already loved by many, and Elliott and Bezzoubkin are excited to welcome the EV models of the Hummer, Silverado, Equinox, Blazer, and more!

The pair says that they expect their customers to flock with the upcoming release of the new Chevy Trax, which will be arriving in about a year from now. An ice vehicle with a combustion engine paired with a good price point, they believe it is going to be very popular!

Between the new location and the thrilling line-up of upcoming vehicles, Elliott and Bezzoubkin have set themselves up for great success. They encourage anyone looking for a new car to reserve one now because “the days of your lease expiring and you picking your next vehicle right off the lot are gone.”

You’re invited to discover Amherstburg Chevrolet Buick GMC for yourself! Visit them today at 432 Sandwich Street South or learn more at www.amherstburggm.com, or if you find yourself in Du Quoin, Illinois, you can find their new location at 1116 S Washington Street.



What Mike’s Wearing
 Shirt: Bugatchi
 Jeans: 34 Heritage
 Belt: Benchcraft
 Shoes: Johnston & Murphy

What Scott’s Wearing
 Shirt: Bugatchi
 Jeans: 34 Heritage
 Belt: Benchcraft
 Shoes: Johnston & Murphy

DR. KAREEM KADRI

B.SC.[H], D.D.S.

"My goal is to become the best version of myself and to make our clinic a centre of dental excellence in LaSalle."

These are the words of Dr. Kareem Kadri, a local dentist whose office incorporates many of the latest advancements in dentistry, presenting new options to the community to improve treatment outcomes and patient comfort.

"We invested heavily into the clinic technology to aid us in diagnosis, treatment planning and delivering care in a relaxed and safe environment," says Dr. Kadri. "We just added a hard and soft tissue CO2 laser that enables us to do fillings without freezing and to almost eliminate the need for dental drills, this has been excellent for treating kids. The laser also allows us to painlessly treat snoring in 1 or 2 sessions that take 10-15 minutes each."

Dr. Kadri performs a wide range of procedures, giving patients the convenience of being able to have almost all dental treatments performed in the same location. From basic family dentistry such as cleanings, whitening treatments, fillings, same-day crowns and root canals to more advanced dentistry such as implants, wisdom teeth removal, cosmetic work, gum grafting and same-day teeth. All of this and more are available within the walls of Kadri Dental.

A LaSalle native, Dr. Kadri aspired to bring something back to his community. He opened his office in August of 2021, but has been practicing locally since he graduated dental school from University of Western Ontario in 2014.

But amongst all, Dr. Kadri considers his greatest success to be his family. A proud husband and father of 3 daughters, he wants to thank them for their tremendous support.

If you are in need of a new dental office, Dr. Kadri is always accepting new patients. You can fill out the new patient form online at www.kadridental.ca and visit his office at 5841 Malden Rd. Unit 174 in LaSalle.

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What Kareem Is Wearing
Shirt: Eton
Pants: 34 Heritage
Shoes: Ecco

JOANNE SOAVE RYAN DAVIDSON



From a locally owned and operated rural internet provider to a full internet solutions provider serving both our rural community and as well as urban communities across Ontario, Ryan Davidson (CEO) and Joanne Soave (COO) with their team are proud to help bring their community a homegrown telecommunications service at an affordable cost.

WaveDirect was established in 2004 by owner Abe Guenther, who wanted to do his part to help bridge the digital divide, which was a major challenge in the rural community. Now, the infrastructure framework he began is still being used today and is continuing to evolve along the way. The company expanded its services to become an internet cable provider in 2016 and built their own fibre network in Essex County in 2020. In 2021, WaveDirect became an IPTV (television) provider, fully launching this past August. This team is dedicated to serving their community and beyond, as they continue to embark on new growth opportunities.

“This TV solution was built from the ground up right here in Essex County and will be available across the province,” says Soave. “We are locally owned and operated and ready to hit the provincial market.”

Both Davidson and Soave believe that the greatest accomplishment they have been part of so far is the launch of NorthWaveTV, a TV solution built right here in Windsor-Essex that gives you the same entertainment experience that comes with a traditional television service with a plug-and-play set up, all at an affordable cost.

The team at WaveDirect really hit the ground running, partnering with St. Clair College to learn more using survey data about what clients want in a TV solution and with their internet service provider.

The considerable growth that has transpired over the last 2 years with bringing some of the best technical talent in the region to the team, this duo along with their talented team are confident in their ability to keep folks connected where other options are not available in the world of broadband technology.

When not in the office, Davidson enjoys spending time with his family, and is actively involved with his local church community. He spends most of his downtime either hunting or fishing and is an avid reader.

Soave loves spending time with her family and friends exploring all of the amazing things that Windsor-Essex County has to offer. She currently serves on the Board of Directors and is a mentor for the Women of Windsor Mentorship Collaborative.

Interested in making WaveDirect part of your home? Visit them online at www.wavedirect.net

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What Ryan Is Wearing
Sportcoat: Blu Industry
Sweater: F/X Fusion
Jeans: 34 Heritage
Boots: Bugati

What Joanne Is Wearing
Top: Joseph Ribkoff
Pants: Guess Leggings
Boots: Steve Madden - Revenge

Story by Jessie Gurniak | Photo by Pat Scandale

STEPHANIE WINGER

For nearly 2 decades now, Stephanie Winger has been providing Windsor-Essex with quality real estate advice, guiding her clients through successful sales and purchases. Now, she is moving her real estate career into a new direction with the upcoming launch of her own brokerage.

Ideal: A Boutique Real Estate Brokerage is not your average real estate firm. With Ideal, Winger will still be helping her clients as an agent as she has been doing for 18 years, and she will also be a mentor, facilitating the careers of agents to help them thrive in their individual ways.

Rooted in compassion and advocacy, Ideal is proud to work with clients who are the true heroes of the real estate adventure. Their clients become true fans of the brand and naturally recruit others who are just like them to follow suit.

Excellence, responsibility, growth, belonging, relationship centric, and authenticity. These are the "ideals" that Winger is building upon, creating a sense of belonging for agents through a boutique culture.

"I opened Ideal to have the liberty to run my real estate business my way," says Winger. "Without any restrictions, and provide a place for other agents to do the same, backed by reputation, experience, and training with a turnkey branding so they can focus on what they do best—serving their clients. Ideal is for people with integrity and a desire to succeed personally and professionally."

Winger believes that there are so many people in various industries who dedicate their entire lives to their careers, barely giving themselves time to spend with their loved ones or hobbies. That may be a fine lifestyle for those who do it, but it's not for everyone, and Winger wants the agents she mentors to have the liberty to excel in their career while also maintaining their personal life, all the while upholding industry standards and achieving success for their clients.

Those who are looking to thrive in their real estate career can look forward to this in the Windsor-Essex realty industry. The main office will be located in Essex, and the website at yourideal.ca is now ready for visitors.

With Winger's years of market knowledge and passion for a positive work/life balance, she can be trusted to help guide agents, whether new or experienced, through the challenges of the industry, as well as providing trust that can be relied on when looking to buy or sell a home.



What Stephanie Is Wearing
Jacket: Central Park West
Top: Desigual
Belt: Brave
Pants: Mavi

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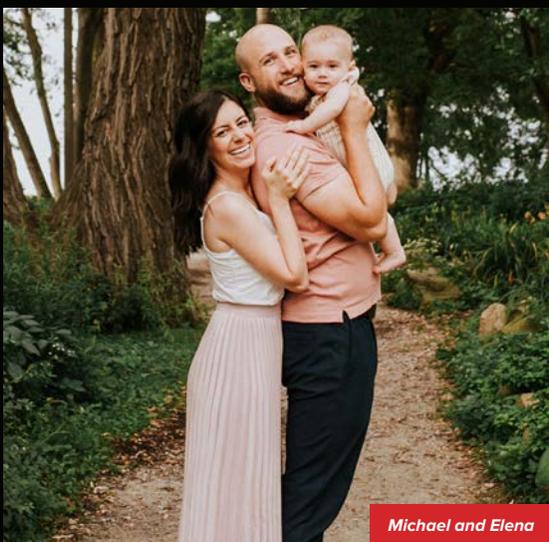
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ITS TIME YOU GET TO KNOW BUGATCHI

Created in 1981 by siblings Cecile and Daniel Revah, Bugatchi's foundation was set amongst a thriving textile and fashion community in Montreal. The brand's longevity spans more than four decades and is a testament to its ability to innovate and evolve in order to maintain its relevance in the market.

In 1983, merely two years after its founding, Bugatchi debuted in the United States and by the mid-1990's, it firmly entrenched itself in the American market and has expanded its presence in the luxury market under the direction of co-founder and CEO Cecile Revah.

The evolution of Bugatchi and its collections is the direct result of a commitment we made several years ago – to not only chart a refreshed design direction highlighting beautiful craftsmanship and construction, but to make incorporating technical and performance features into our product a key part of our philosophy. - Cecile Revah, CEO

Throughout its existence, Bugatchi unequivocally honored its promise to its customers and never wavered from what the brand celebrates and values. Craftsmanship, superior quality fabrics, keen mindfulness to detail, state-of-the-art manufacturing, innovation and enduring quality. And when sustainability called to question the fashion industry, Bugatchi embraced the issue and began to rethink its sourcing and manufacturing processes. All these combined are Bugatchi's raison d'être.

Today, Bugatchi is synonymous with luxury in its classic, elevated business casual and leisure looks. More importantly, it has succeeded in decentralizing luxury from its Italian and French podiums and given it a broader appreciation through its collections of shirts, knitwear, sportswear, outerwear, swimwear and hosiery. Collections are defined by distinct prints and patterns, exclusive fabrics, signature pieces and essential core styles that transcend seasons with a sense of timelessness and anchor a modern man's wardrobe. A significant part of the collection is produced in Italy and Portugal.

The brand is also invested in incorporating performance into its collections with outerwear and knitwear that reflect the perfect balance between luxury and durability, lightweight fabrics that are water resistant, have SPF30+ sun protection and thermal comfort. It is also the first luxury collection to introduce a revolutionary and exclusive 8-way stretch cotton printed fabric. This next generation of performance fabrics is double mercerized, wrinkle-resistant, breathable, easy care and quick-dry.

Every success story has its secret. For Bugatchi, it was simply to stay true to its heritage and pivot towards new horizons without compromising its values and without ever breaking its connection to its customer... since 1981.





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POLO RALPH LAUREN

IS BACK IN A BIG WAY AT FREEDS

By Jessie Gurniak

FREEDS is excited to announce that they are once again carrying the Polo Ralph Lauren brand! This legendary brand has been absent from the store for some time, but it is now back and better than ever. FREEDS has created a shop-in-shop Polo area in the store, and the fall winter Polo collection has something for everyone. Ralph Lauren is known for high-quality clothing and accessories, and FREEDS is proud to offer this brand to their customers once again. They believe that Polo is a timeless brand that will be enjoyed by their customers for many years to come. Thanks for choosing FREEDS!

Polo Ralph Lauren is one of the most popular men's clothing brands in the world, and their timeless designs are perfect for any man who wants to look his best. The brand offers everything from casual wear to formal attire, and their pieces are always expertly crafted. If you're looking for clothing that will make you look and feel your best, Polo Ralph Lauren is a great option. Their collections are always chic and stylish. Whether you need a new sweater for work or a casual shirt for the weekend, Polo Ralph Lauren has something that will fit your needs.

The fall winter Polo collection offers a wide range of styles to choose from. Whether you're looking for a casual weekend look or something more formal for work, you'll be sure to find it in the FREEDS Polo shop. FREEDS believes that their customers will be thrilled with this news, as the Polo Ralph Lauren brand is synonymous with style and quality, and the shop-in-shop Polo area in the store ensures that you'll find the perfect piece to add to your wardrobe.

The Ralph Lauren brand has built a legacy around classic styles and preppy aesthetics. Polo shirts, jeans, and sweaters are just some of the items that Polo Ralph Lauren is known for. The history of the brand dates back to 1967 when Ralph Lauren founded the company. Lauren started out by selling men's ties and then eventually expanded into other areas such as menswear, womenswear, childrenswear, and home decor. The brand has always been associated with quality and style. Over the years, Ralph Lauren has become one of the most well-known and respected brands in the fashion industry.

Thank you for your continued support! FREEDS encourages everyone to come in and check out the selection of Polo products, as they are sure you will find something that you love. We have all of your favorite styles, including the classic polo shirt, available in a variety of colors and sizes. Whether you're looking for a gift for someone special or treating yourself, Polo is the perfect brand to shop. Welcome back, Polo! We've missed you.

Quenneville Fyall Georges Wealth Management



Quenneville Fyall Georges Wealth Management

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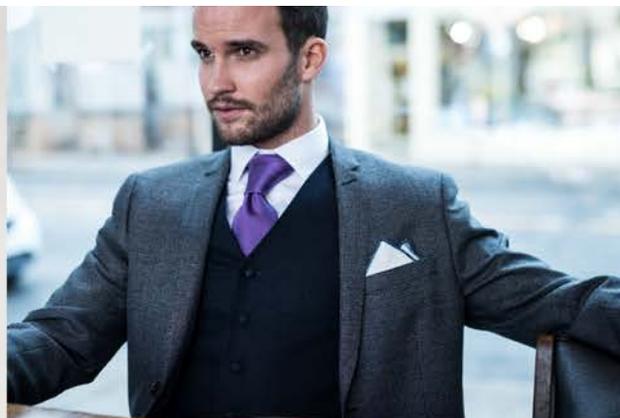
WRH Foundation is raising funds to support the purchase of an EUS machine. The **Endoscopic Ultrasound Machine** is a state-of-the-art diagnostic and treatment machine that combines a high-frequency ultrasound probe with an endoscope, to examine the wall of the gastrointestinal (GI) tract, rectum, pancreas, and beyond. Currently patients must travel out of town for this procedure.

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Hybrid Jacket: Bugatti
Shirt: Desoto
Pants: Bugatti
Belt: Benchcraft
Boots: Bugatti
Watch & Bracelet: Hugo Boss





Sweater: Projek Raw
TShirt: PYA
Shirt: Serica Elite
Belt: Benchcraft
Jeans: 34 Heritage



Jacket: Lamarque
Dress: L'Agence
Earrings: Accentrix
Rings: Zenii

FASHION



Dress: Kay Unger New York
Shoes: Steve Madden - Viable
Jewellery: Accentrix
Clutch: Crystale Bags



FASHION



Hat: Michael Kors
Top: Cinq a Sept
Jeans: DL 1961
Habd Bag: Michael
Kors

FASHION



Jacket: Vuori
Tshirt: Vuori
Pants: Vuori
Shoes: ON Running

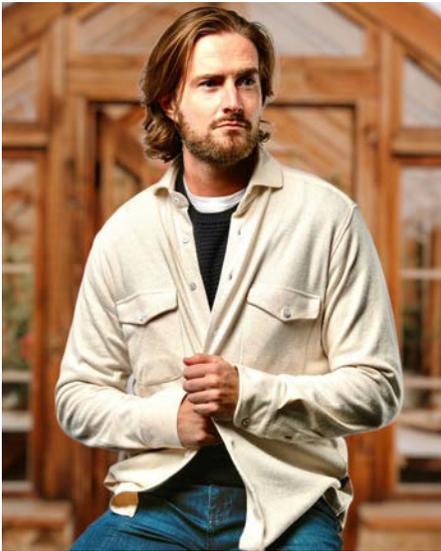
FASHION



Jacket: Vuori
Tshirt: Vuori
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Shoes: ON Running
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THE NEW STATE-OF-THE-ART WINDSOR SURGICAL CENTRE

A new eye surgical centre has recently opened up in Windsor's east end, introducing the city to more opportunities for cataract surgery and other procedures as well. This state-of-the-art facility has been created by two prominent local doctors, Dr. Fouad Tayfour and Dr. Barry Emara.

This is a unique partnership between Windsor Regional Hospital and Windsor Surgical Centre, a first-of-its-kind in Ontario, which allows the two facilities to work together to provide patients with quicker wait times for their cataract and retina procedures. This partnership provides many benefits. It allows the two facilities to share resources and expertise, which results in better quality care for patients. This partnership is a win-win for both patients and the two organizations involved. It's an example of how working together can improve the delivery of healthcare in our community.

"By having Windsor Surgical Centre complete the hospital cases we were able to increase volumes during the pandemic as opposed to the program be closed for a period of time," says Mark Recine, Chief Operating Officer of Windsor Surgical Centre. "We are fortunate to work with Windsor Regional Hospital to help demonstrate this model can be successful in delivering quality services in an efficient manner and look forward to collaborating with other Health Care Professionals to replicate this model throughout Ontario."



Owners Dr. Barry Emara and Dr. Fouad Tayfour

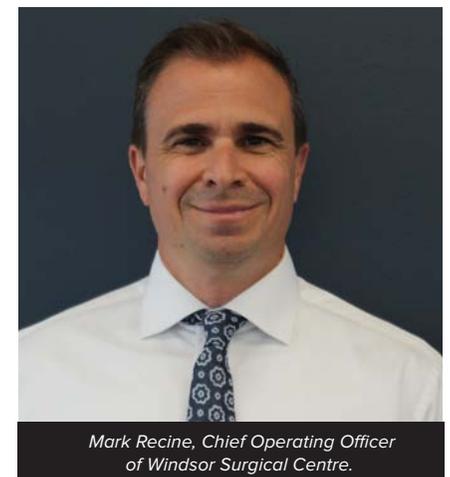
Surgeries have already begun being performed at the new centre, and they held an official grand opening ceremony earlier in October. Dr. Barry Emara, co-owner and lead ophthalmologist, believes that with the procedures that can be done in this facility, it will attract more specialized doctors to the area, expanding the health care in the area all the more.

The eye surgical centre used to be housed in the old Grace Hospital, but then it moved to the basement of what was then called Hôtel-Dieu Grace Hospital in 2004 for what was supposed to be a temporary location. When the pandemic hit in 2020 they were faced with the challenge of being shut down for 3 months, which meant that the slow reopening left them with a backlog of procedures. They reached out to the hospitals to see what could be done, and an agreement was reached to take 1000 procedures and move them from the hospital to the surgical facility that Dr. Emara and Dr. Tayfour have on Walker Road. In January 2021, they began performing out of this facility with only one operating room, eventually taking over all remaining cases that the hospital had. They worked out of this location until July 2022, and then they opened the new facility complete with 4 operating rooms.

This surgical centre will be able to treat a wide variety of conditions, from cataracts and vitreoretinal surgery, to minimally invasive joint operations. It also features the latest technology and equipment available, ensuring that patients receive the highest quality care possible. Plus, the centre is staffed by experienced and knowledgeable doctors who are experts in their field. This means that patients can feel confident that they are receiving the best possible care.

“The reason why this is such a huge win for the region and the hospital is that we can take cataract surgeries and some vitreoretinal surgeries and take them out of the hospital, which frees up operating rooms in the hospital to save them for more complicated procedures,” says Dr. Emara. “We have more operating room time for ophthalmology to attract the best and brightest eye surgeons to our region. We currently only have 5 in the region and we could use 10-15 to serve this population.”

In 1991 Dr. Tayfour became the first surgeon in Canada to perform cataract surgery under topical anesthesia and the same year he introduced clear corneal incision cataract surgery to Canada. He was also the first ophthalmologist to bring retina surgery to Windsor. Meanwhile, Dr. Emara is a talented eye surgeon with 20+ years of experience in the field. He has performed thousands of cataract surgeries as well as Lasik procedures, and held the title of Chief of the Department of Ophthalmology at Hôtel-Dieu Grace Hospital from 2004 to 2011. He was also the lead ophthalmologist for vision care strategy at Erie St. Clair LHIN.



Mark Recine, Chief Operating Officer of Windsor Surgical Centre.



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Wedding Photography Provided By: CASSIE CORREIA (above) and Manifesto Photography (Lower Left)



50 YEARS CIOCIARO CLUB ESTD 1972



And The *Dream Began* in 1972 **CIOCIARO CLUB CELEBRATES 50 YEARS**

On Friday, September 16th 2022, Southwestern Ontario's premier banquet facility hosted over 1250 guests for their 50th Anniversary Celebration. It was considered the largest banquet in the Club's 50 year history. Dignitaries from Canada and Italy, local Politicians, membership and special invited guests attended this amazing night and accomplishment.

"It is with great admiration and gratitude that we acknowledge the tenacity and hard work of our founding members. We honour the memory of all our deceased members and celebrate in the company of our Ciociaro family," states Vozza. "We pause to commemorate our hard work, and let's not forget to look ahead as today is just the beginning of the next 50 years."



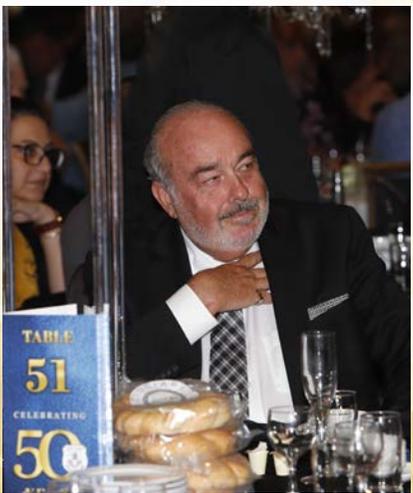
Anna Vozza
President

"As the first female President of Ciociaro Club, I am truly honoured to be able to celebrate this momentous occasion and milestone of 50 years," states Anna Vozza. "We gather to celebrate the culmination of a journey of passion, vision, and pride."

One can clearly see that after so many years since its inception in 1972, the Ciociaro Club continues to be strong, stable, and growing. Their membership is on the rise, and they continue to offer new and exciting events, and programs along with outstanding banquet facilities, service and cuisine. The unparalleled beauty and functionality of our Club has become the "jewel" of our community here in Canada.

In 1972, a handful of individuals whose roots were from lower Lazio, and more precisely from "La Ciociaria", embarked on a wonderful endeavor with the founding of the Ciociaro Club. Their purpose was to gather in friendship, foster social solidarity, and preserve the cultural identity of their homeland for future generations. The success of the Ciociaro Club has not come about casually. In fact, it is the result of the hard work and determination of a people whose history is counted in millennia. Today, the Club boasts a membership of nearly 1,800 people who feel great pride and satisfaction for having realized such a remarkable achievement.





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