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Message from Mayor Mike Hancock

The City of Brantford is enjoying an incredible period of growth and revitalization. Wilfrid Laurier and Nipissing universities along with Mohawk College are making Brantford's core a centre for post-secondary education while at the same time acting as a catalyst for downtown rejuvenation. Mohawk College, Wilfrid Laurier University and the City are currently working on the development of the Brantford Centre for Community Communications and Design, a unique collaborative undertaking of our community and its post secondary partners that will initially house over 1,100 students.

We have enjoyed tremendous industrial growth over the past year, with such companies as Procter & Gamble, Ferrero Rocher and Camco, purchasing over 300 acres of industrial land. We have negotiated a boundary agreement in principle with the County of Brant, to provide additional industrial lands that should be on line within three to five years.

In collaboration with the Mayors of the County of Brant, Cambridge, Guelph, Hamilton and Norfolk, a Joint Municipalities Strategic Infrastructure Committee has been formed to lobby the Provincial Government for a new North/South 400-series

highway from the 401 to the 403 along with GO Train service. As these objectives fit with the Province's recently announced "Places To Grow" discussion paper, we are optimistic of success.

Brantford is a City that has literally reinvented itself over the past fifteen years. We have diversified the economy; have two universities and a college expanding exponentially in a downtown that improves every day. The magnificent Grand River, steeped in history and tradition, connects the communities of Brantford, Brant County, Six Nations and New Credit. We are blessed by one of Canada's best urban four-season trail systems, the Trans Canada Trail, along with our beautiful parks and sports facilities.

We are a City that is confident of its future, and we know that whatever development occurs here, we will always ensure that Brantford remains one of the best places in the world to live, work, play and raise our families.

Mayor Mike Hancock, Brantford, Ontario



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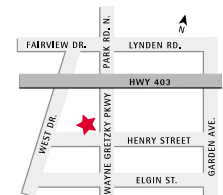
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Brantford Business Park

BY FIRST GULF



- Located on the northwest corner of Wayne Gretzky Parkway and Henry Street, just south of the Hwy 403 interchange. First Gulf has created a prestige industrial subdivision totaling 50 acres with lots available for Design Build, Lease or Sale.
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- First Gulf is pleased to welcome Camco as the Park's first tenant in a new 243,000 sq.ft. distribution facility.



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Not the city you remember

Brantford has come a long way in a short time

Brantford is in the business of change. Ten years ago, the city struggled with a high unemployment rate and the need for a stronger identity.

But a dramatic shift has occurred, says Mayor Mike Hancock. "You didn't see it happen, but all of a sudden people think of themselves differently and there's a vibrancy you didn't see before."

That vibrancy is welcome change for Brantford, which has been diligently working toward this transition. "You can't appreciate where we are unless you know where we've come from in such a short time," says Mayor Hancock, who has seen Brantford endure difficult years. When Brantford's Massey-Ferguson and White Motor Corporation collapsed in the fall of 1981, he saw 7,000 people laid off in Brantford at a stroke. As then manager of the local HRDC office, he was intimately involved in attempting to convince them to rebuild. Later in the 1980s, unemployment in Brantford reached 24 per cent.

Today, unemployment hovers around 7 per cent — a great improvement over the earlier years. "It's

a community that I don't think ever gave up on itself," says Hancock. He recognizes the results as the culmination of many councils' work. "I've often said to people it's a great time to be mayor. Some days you get overwhelmed there's so much going on. Keeping all the various balls in the air you're juggling and trying to keep them in balance is probably one of the biggest challenges that I have."

One of those balls, and one of the many indicators of positive change, has been the Brantford Charity Casino. It has brought increased business to the city and has not had the negative effects many residents had forecast.

Also on the tourism front, the Brantford Tourism and Visitor Centre has attracted more than 66,000 visitors since opening in the fall of 2002. This is a great source of pride and confidence to Brantford residents as their city becomes a destination for history, the arts and outdoor adventure.

Brantford's downtown has become the site of three institutions of post-secondary education. The University of Wilfrid Laurier and Mohawk



Shop front awnings and carriages line Brantford's Dalhousie Street in earlier days.

Photo: Brant Museum and Archives

College have set up campuses here, while Nipissing University operates a joint program with Laurier and plans to have its own building space in the downtown in 2005.

Another proposal for downtown is a \$20-million development of Brantford's civic square that will include housing, boutique shops, restaurants and more.

Director of economic development, John Frabotta, says the city's business community has

seen a lot of progress over the past few years. Companies are viewing Brantford as a positive location to make an investment. As jobs multiply, there's a good feeling in the air. "It's been a long time since the community has felt that way," says Frabotta.

"I'm not sure what is emerging," says Mayor Hancock, "but it completely changes how I view Brantford today based on my history here. It's not the place that I remember. It's becoming something new."



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Bringing in the business

Brantford tracks a record rate of investment attraction

Over the past 20 years, Brantford has been very successful in the diversification and expanding of its economic base. The City now boasts an economy ranging in sectors from food processing, plastic and rubber, chemical and petroleum, machinery manufacturing, primary and fabricated metal to call centres and gaming.

"We're now more resilient to industry and market fluctuations or downturns in any single sector," says Brantford's director of economic development, John Frabotta, adding that the diversity has contributed to a confident city image. "As companies continue to locate and expand in our community, spin-offs in residential and commercial development carry on the momentum. Brantford is growing as a regional centre and businesses increasingly see us as a positive choice."

Completion of Highway 403 in October, 1996, linking the city to Highway 401 and the QEW has played a key role in attracting businesses. "Since then we've seen a steady increase in economic activity in all sectors," says Frabotta. Many industries are attracted to the City's two industrial/business parks because of the high visibility and accessibility factors they can obtain by locating on or along the 403 corridor.

A large, stable and qualified labour base has attracted many companies. Within a 30-minute radius is a labour pool of nearly 550,000 people. The presence of post-secondary institutions Laurier Brantford and Mohawk College assures companies of an educated labour pool from which to draw. Employers also know that the affordable cost of living in Brantford will help them attract and retain employees.

In 2004, a study by urbanMetrics inc. found Brantford to be one of the lowest cost jurisdictions in Southwestern Ontario for overall industrial business operating costs (compensation, real estate and utilities).

Businesses exploring Brantford as a possible location are also impressed with the co-operation of City staff. "We're here to facilitate," says Mayor Hancock. "Our whole attitude is, 'what do you need, how can we help you, and we want you here.'"

"The City is very open to business," says Frabotta. "Being a single-tiered municipality affords us a greater degree of control to work with companies to ensure their projects will meet their



Above left to right: Brant MP Jane Stewart; P&G Canada President Tim Penner, Mayor Mike Hancock, and Brant MPP Dave Levan participate in Procter & Gamble's ground-breaking ceremony; Wescast Industries is the city's largest employer; I T M L Horticultural Products Inc. is one of Brantford's major corporations.



time lines. We work with other local senior government agencies and business organizations in a team approach to facilitate each business' unique requirements and needs. It's one-stop shopping."

This has been a record year for the City in selling municipally owned industrial land. To date, Brantford has sold 151 acres, with another 39 acres to close by year-end. Between 2002 and July, 2004, the City has sold over 217 acres and there has been 1.34 million square feet of new space built or leased by industry, resulting in over 600 new industrial jobs.

So far in 2004, Brantford has attracted three major investments. Procter & Gamble will open a 775,000-square-foot facility in Brantford's Northwest Business Park by summer 2005. The \$70-million investment will provide 166 new jobs for the first phase. P&G cited availability of appropriately zoned land, infrastructure site cost and ease of access to major highways as key elements in its decision.

Camco Inc. is building a new Canadian distribution centre that will total 243,000 square feet and is expected to open in the first quarter of 2005. It is the first tenant in the new Brantford Business Park, a prestigious 50-acre industrial subdivision created by First Gulf Development Corporation.

The Ferrero Group has chosen Brantford as the location of its new North American production facility. The company has purchased 160 privately owned acres in Brantford's northwest industrial area. Phase One of the manufacturing project will be approximately 600,000 square feet and initially employ over 600 people. Total start-up investment is estimated to be \$150-million. The Ferrero Group is a global leader in food and confectionary products, manufacturing market-leading brands such as Ferrero Rocher, Tic Tac, Nutella, Kinder Surprise and Kinder Bueno.

With 500-plus employees, Brantford and surrounding areas' largest industrial employer is Wescast Industries Inc. — the world's largest manufacturer of exhaust manifolds for the automotive industry. Brantford is home to its international headquarters and research and development centre. Vice-President Technology, Bill LeVan cites the Brantford experience as positive and says the company has always been able to find skilled labour in the area.

Other major corporations that call Brantford home include: Maidstone Bakeries (food and kindred products), I T M L Horticultural Products Inc. (plastics and rubber products), Raymond Industrial Equipment Limited (machinery), Dana Canada Inc. (primary and fabricated metals), S. C. Johnson and Son Limited and Apotex Pharmachem (chemical products), adidas-Salomon Canada Ltd. (wholesale trade), and Hartmann North America (protective packaging).

The city's downtown business performance grants program is considered a model to other communities. The program provides financial

incentives ranging from 10 to 25 per cent of a project's cost for private developers and investors to redevelop, renovate and improve buildings in the downtown core.

"It's very low on red tape, and as a result it's been so successful we're running out of money," says Mayor Mike Hancock. "But it's bringing in millions of dollars of real investment for a small investment on our part." To date, 19 grants totaling \$2.75-million have been approved resulting in over \$12.2-million being invested in the downtown.

It all combines into one very attractive package for corporations seeking an investment decision that gives them the most for their dollar.

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Multiple choice in Brantford

Three post-secondary schools await students in changing city

In a very short time, Brantford has become a thriving centre of post-secondary education. With the presence of Waterloo-based Wilfrid Laurier University, Hamilton-based Mohawk College, and North Bay-based Nipissing University, educational options have multiplied in the last five years. And if two universities and one college aren't enough, nine other universities and 10 colleges are located within a 70-mile radius of the city.

"Brantford is becoming a really innovative site of postsecondary education," says Mayor Mike Hancock, "and the effects of that on the downtown are huge."

Mohawk College

A fully equipped campus serves students of Hamilton, Ontario-based Mohawk College in Brantford. Along with special Aboriginal programming and services, the campus has plenty to offer — a spacious student lounge, a fantastic new gymnasium, a shuttle service from the Fennell campus in Hamilton to the Brantford campus, and membership in an expanding community.

Mohawk College offers nine undergraduate programs at the Brantford campus with an optional degree completion through Wilfrid Laurier University in only four years of study. Mohawk Brantford is renowned in Ontario for its Police Training, and offers the only program in Packaging Management in Canada. Mohawk's Graphic Design and Production programs are also well respected and highly regarded in business and industry throughout the province.

Beginning September 2004, Mohawk College is offering a one-year Ontario College Graduate Certificate in Public Relations. Classes will be held in downtown Brantford at the former Odeon Cinema, recently converted to a learning centre. The PR course offers students a fast-paced, laptop environment with excellent guest speakers and professors. Classes are conveniently scheduled on Tuesdays, Wednesdays, and Thursdays, allowing students with more time for jobs or other responsibilities. The Brantford Campus also offers continuing education programs.

Wilfrid Laurier University

In September 1999, Waterloo, Ontario-based Wilfrid Laurier University opened a Brantford campus the old Carnegie Library, newly renovated by MMC Inc. Architects. The campus features a core interdisciplinary program that can be combined with a variety of traditional Arts and Science majors. Nearly 100 full- and part-time students were enrolled. Since then, it has grown to 1,000 full- and part-time students and added two residence facilities that accommodate 260 students, and acquired two buildings to increase teaching and office space.

Laurier Brantford offers 12 liberal arts programs, concurrent and consecutive education programs, and 11 joint programs with Mohawk College as well as two programs that are new for September 2004.

Organizational Leadership is a program designed for students aspiring to management or leadership positions in a wide range of organizations.

Criminology is another new program created for this year. It is headed by noted criminologist and co-founder of the Canadian Society of Criminology, Tom Fleming. The program received little advertising but terrific response in applicants.

Laurier Brantford is also welcoming plans for additional infrastructure to accommodate its rapid growth. One of the projects will transform the 7,700-square-foot Market Street movie theatre into two lecture theatres, two medium-sized classrooms and a computer lab. "It's phenomenal," said Sara Neziol, the student union's financial administrative co-ordinator. "It's going to improve student life. It's going to give Laurier Brantford a more university feel."

Nipissing University

North Bay's Nipissing University has signed an articulation agreement with Wilfrid Laurier University to promote collaboration between the Faculty of Education at Nipissing University and the Contemporary Studies programs offered at Laurier Brantford.

Nipissing's is the second faculty of education in Canada to have a laptop program. "Once we have our new building, our third- and fourth-



Laurier Brantford, a campus of Wilfrid Laurier University based in Waterloo, Ontario has grown from 100 students in 1999 to 750 full- and part-time students today.



year students will be working on Ministry of Education software curriculum," says Dr. Sandra Reid, director of the concurrent program. "That includes unit planning, subject software, report card software and more. This is unique in Ontario. Our Faculty of Education started offering Additional Qualifications (AQ) and Masters of Education graduate courses in the spring of 2003. We have a few hundred additional students taking these courses at the present time and anticipate future growth in these areas to meet the needs of the community."

Nipissing's concurrent education program is ahead of the pack. "We get them standing up in front of the class in the first year," says Reid. "In other [Ontario schools' concurrent education programs], that doesn't happen until the third- or fourth-year. Our concurrent education program also offers a 72-hour Mathematics for Teachers course in the B.A. program — another feature unique to Ontario."

Graduates of the concurrent education program receive a Bachelor of Arts degree from Wilfrid Laurier and a Bachelor of Education

degree from Nipissing University.

The Nipissing and Laurier partnership has set a precedent for universities across the country. "There is no place else in Canada, to our knowledge, where two different universities have come to another campus than the home campus to offer programming together," says Reid. "We're pioneers in university partnerships."

Last year, most students in the concurrent program were from the Brantford area. This, year they're coming from all over Ontario. Applications last January have increased more than 12-fold since the program was launched in 2002, from 51 to 661. "We've spent a lot of energy to get this program going out and now we're squeezed for space," says Reid.

Since great cities are often also post-secondary centres, Brantford is well on its way to destination status.

Local independent education

Hillfield Strathallan College (HSC) in Hamilton provides a nearby independent school alternative. "HSC has about 35 students coming in from Brantford, which we service with our bus system," says Ray Marks, director of admissions. "It's a developing area for us."

For over 100 years, HSC has developed the tal-

ents and abilities of tomorrow's community and industry leaders. The college excels in preparing students for university and other post-secondary pursuits, and has an extraordinary success rate placing them in the university of their choice.

It's no coincidence. HSC students are exposed to a rigorous and challenging program that allows

them to step out of Grade 12 with confidence. Curriculum includes a strong focus on the arts and athletics. Students participate competitively and non-competitively on teams and are encouraged to become involved with our various choirs, orchestras, bands and yearly plays and musicals, including the annual Primary School Shakespearean play.

Contact HSC today more information and a tour of the school. Call (905) 389-1367 or visit www.hillstrath.on.ca.



Community caretakers

Two hospitals lead Brantford's healthcare system

Brantford is serviced by a range of health-care facilities and organizations. Two hospitals offering superior care lead the pack.

Brantford General Hospital is part of the Brant Community Healthcare System, which came about in 1999 when The Willett Hospital in Paris and the Brantford General Hospital partnered to create the community wide system that supports the improvement of programs and services provided through the two facilities.

Brantford General got its start in 1885 when John H. Stratford opened the hospital along with a prominent group of local citizens and 12 physicians. Since then, it has become a busy 230-bed-plus, acute-care facility serving the Brantford and Brant County with state-of-the-art programs and services for more than 120,000 residents. An array of leading-edge technology continues to be added to its roster of equipment. A CAT scan machine and MRI (Magnetic Resonance Imaging) machine are expected to arrive soon.

Brantford General is the regional centre for Paediatrics, Mental Health, Obstetrics, Gynaecology, CT Scanning, Critical Care, Surgical Services, Ambulatory Care and Emergency Medicine. The Brant Community Cancer Clinic and the S.C. Johnson Dialysis Clinic at the hospital provide additional care for patients throughout Brant County and Haldimand-Norfolk.

In early September, 2004, Brantford General held a ribbon-cutting ceremony to celebrate the opening of the hospital's new multi-million-dollar tower. The public was able to come through for guided tours and see the new operating suites, diagnostic imaging and nuclear medicine. Former nurses who trained at Brantford General more than 30 years ago also toured the tower and were highly impressed with the quality of the facility. Those in the know said the operating suites and diagnostic imaging were of particularly impressive quality.

"Brantford General Hospital is really becoming

a first-class facility," says Mayor Mike Hancock about the expanding hospital.

St. Joseph's Hospital in Brantford is part of the multi-regional St. Joseph's Health System which also operates facilities in Hamilton, Guelph, Dundas and Kitchener.

St. Joseph's has grown to become a 430-bed active treatment teaching hospital, with a 30-bed chronic care unit. A full- and part-time staff of over 2,500 run major programs in child health, gastrointestinal medicine and surgery, psychiatry while being careful to recognize values and Catholic identity.

St. Joseph's is a major and active participant in the St. Joseph's Health Care System, which is a leader in developing integrated management among facilities in various communities, including joint agreements in financial services, legal services and materials management. For example, St. Joseph's Health Care System provides co-ordination of purchasing for over 35 hospitals in Ontario, ranging from Windsor to Kingston, and Kapuskasing to Toronto and Hamilton.

St. Joseph's Hospital is also known world-wide for its innovative clinical research. The research programs operated by the Service of Respiriology have achieved international success with the development of a simple inhalation device called an Aerochamber that greatly facilitates the



Brantford General Hospital has been serving the community since 1885.

delivery of aerosol to a patient, and the development of a standardized method of measuring bronchial responsiveness in asthma and rhinitis (hay fever) patients.

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ABQ, AQ and PQP courses can be put toward an advanced degree. Actually two degrees: Advanced Bachelors Degree in Education (AdEd) and Advanced Bachelors Degree in Educational Leadership (AdEdL). And at Nipissing you have options of taking courses on-site, on-line or by correspondence.

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MALL

TAKE ANOTHER LOOK



Families love the 600-foot Lazy River Ride at Earl Haig Family Fun Park in Brantford.

Spend some time in Brantford Kayak the Grand, pet a zebra or visit an aboriginal village

Brantford has come into its own as a tourist destination. Steeped in history, marked by native ancestry, and celebrated for famous residents, Brantford has long been hiding its treasure trove of attractions. That changed with the construction of the state-of-the-art Brantford Visitor & Tourism Centre in the fall of 2002. Since its arrival, the centre has provided information to over 66,000 visitors, fueling \$4-million of business into the Brantford economy.

"The popularity of the centre reinforces an excellent message to our own citizens," says Susan Sager, manager of tourism and marketing for the City of Brantford. "We get a lot of folks stopping in that are visiting friends and family in Brantford and residents are very proud to show them the centre and all the amenities we offer."

Last year, Tourism Brantford joined forces with the counties of Brant, Oxford, Norfolk and Haldimand and the Six Nations/New Credit to offer Ontario's South Coast and Beyond Getaway Packages. Next year, it is hoped others may join the tourism marketing alliance for continuation of the marketing plan to help travelers find the wealth of activities in and around the area.

Adventure seekers have been visiting the Grand for ages. Several companies allow you to experience it first-hand. Rafting, canoeing, kayaking, biking and voyageur trips are available as guided or self-guided day trips. Camp overnight or stay at a bed and breakfast or hotel. On these eco adventures, you'll see wildlife in rare Carolinian forests and visit Kanata, a 17th century Iroquois Village.

Family fun seekers enjoy Earl Haig Family Fun

Park. Fly down the 60-foot waterslide into a huge, wet n' wild leisure pool, get soaked under the spraying umbrella, then take it easy floating along the 600-foot Lazy River Ride. For even faster action, race a go-kart around 1/2 mile of twisting, thrilling track. Swing away in the Batter's Box batting cages and putt it up through 18 holes at Earl's Eighteen mini-golf course.

Kids are loyal fans of up-close experiences with furry friends. Visit a slew of creatures at the Brantford Twin Valley Zoo, which features lions, tigers, cougars, lynx, bobcats, monkeys, zebra, deer, reptiles and more in a park-like setting with a nature trail and picnic areas. It's also a popular birthday party host.

Enjoy family time at a slower pace in one of Brantford's many parks. Catch a trout in the creek at D'Aubigny Creek Park. Follow interpretative trails at Waterworks Park, where in 1997, an excavation committee uncovered the remains of an archaic aboriginal village on the site.

Lorne Park abounds with a fine horticultural display of flowerbeds and gardens. The park features a memorial rose garden, annual plantings and a spectacular "carpet bed" that highlights a special city event each year. Lorne Park isn't the only place in Brantford you'll find beautiful floral arrangements. Since the early 1990s, Brantford has been participating in Communities in Bloom — a Canadian beautification program that awards communities for achievement in floral displays, landscapes, turf, urban forestry, community involvement, heritage conservation, environmental awareness and tidiness.

Hiking trails are found throughout the city.

Many of the trails were originally developed on the flat surfaces of the dike trails. In 1993, Brantford's network of paths was named after the late Gordon C. Graves — a prominent community volunteer. These paths now extend over 40 kilometres throughout the city and are ideal for walking, cycling, jogging and cross-country skiing with enough snow. Some of them are included in the Trans Canada Trail System.

Golfers are in their element in Brantford and its surrounding communities with at least 10 courses easily accessible. The private Brantford Golf & Country Club, established in 1879, is the fourth oldest golf club in North America. Oaks Golf Club in the nearby village of St. George is a championship 6,338-yard course with Ohio white sand bunkers, ponds and streams.

Brantford is also a popular host to sports tournaments and has created an organization to market it as such. The Tournament Capitol (TCO) of Ontario and Tourism Brantford together offer free services to all sport organizers in the community. These services help local organizers and bring the most out of each event for a positive experience for everyone involved, including visitors to the community, and athletes alike.

Recreation of another sort is plentiful in The Telephone City, with a slew of specialty merchants and shops throughout Brantford. The Brantford



Tigers are just one of the many animals you can see at the Brantford Twin Valley Zoo (above left). Paddle the Grand River at your own pace on guided or self-guided tours (above right).



Mall went through a major renovation in 2003 and now has a new Wal-Mart that expanded to 130,801 square feet.

Sophisticated entertainment and recreation can be enjoyed on Grand River Dinner Cruises in Caledonia and Harbour Princess Cruises in Port Dover, which offer dinner or luncheons for or a whole party while leisurely cruising the Grand River or Lake Erie, respectively.

Although dining on a cruise is appetizing, there's more fine fare to be had on land. From Old World Cuisine in an intimate setting at Anna's Tavolini

Ristorante to casual dining at The Keg Steakhouse & Bar, Brantford has a smorgasbord of cuisines from which to select. Head out to Mount Pleasant for an upper-crust dining experience at Devlin's Country Bistro & Catering. The Olde Schoolhouse Restaurant delivers nightly piano music, or for an afternoon bite of homemade fare in a historic setting, The Homestead Café allows you to enjoy the nostalgic surroundings of the Bell Homestead, former home of telephone inventor, Alexander Graham Bell. At the John Peel Restaurant, choose from a selection of 150-item wine list alongside

your steak or seafood meal and then walk only minutes to the nearby Sanderson Centre for the Performing Arts and Brantford Charity Casino.

The casino is one of Brantford's most popular tourist destinations. Here, folks can try their luck at winning a bundle while sending their money to a charitable cause. The casino has 450 slot machines, 50 gaming tables, roulette and hold'em poker to name only a few highlights.

If you think you've seen Brantford, take another look. An ever-expanding world of fun and excitement greets you at every corner.

Brantford Golf & Country Club



The Board of Directors wishes to advise prospective golf members that the entrance fee shall increase from \$15,000 to \$20,000 effective January 1, 2005.

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Remodeling the core

Downtown is humming with an influx of students and corporate investment

The past several years have been full of change in downtown Brantford. In some cases it's been in the creative use of a vacated Eaton's mall. In others, the refurbishing of shop fronts after the Edwardian style that dominates much of the city's downtown.

"It's still a challenge," says Mayor Hancock. "But you don't have to scratch too far below the surface to get a sense of just how much energy is coming in." He cites the approximately \$4-million in renovations up-coming for downtown's historic Temple Building. "Five years ago, this kind of project would have been considered a major coup and now we're getting them every week."

But Mayor Hancock cites postsecondary education as the "catalyst" for rejuvenation in the downtown core. Although Hamilton-based Mohawk College has had a presence here for many years, the arrival of Waterloo-based Wilfrid Laurier University five years ago and North-Bay-based Nipissing University two years ago have

attracted private sector investment to service students who have come to live in the downtown.

As the population of the postsecondary schools grows, plans continue for more facilities. Mohawk College and Laurier Brantford have partnered to build the Brantford Centre for Communications and Design, which will be a joint communications and packaging technology program involving three buildings downtown over the next five years.

The project consists of three stages. Stage One is already complete. The 18,000-square-foot, former Odeon theatre downtown has been refurbished to the tune of \$2.5-million with classrooms, a lecture theatre, wireless computer labs and offices. It welcomes its first classes this September.

Stage Two will see construction of an \$8.25-million communication and design building for completion sometime in 2006. Once renovations and expansion are finished, the building will house lecture and performance theatres, a video-



The main branch of the Brantford Public Library is located at 173 Colborne Street in downtown Brantford.

conferencing suite, multimedia labs, a video studio, classrooms and a wireless learning commons.

For Stage Three, Mohawk College plans to construct an \$11-million packaging and printing pavilion to be completed in 2009. The 60,000-square-foot-facility will house labs and a performance and presentation atrium.

When complete, the Brantford Centre could attract as many as 1,000 students and more than \$20-million a year of indirect economic benefit to the downtown.

Another Laurier project will see the old Wyatt Purcell building downtown demolished and a new building raised in its place. The three-storey \$2.2-million student centre will replace the water-damaged building at Darling and George streets. The centre will carry forward many of the heritage features of the Wyatt Purcell building such as a mansard roof in matching style and colour, decorative cornice replicating the brick one on the current structure, and a buff brick veneer colour. The building is scheduled for completion in September, 2005.

Probably the hottest subject of debate regarding the downtown is the Civic Square. The City is

evaluating plans for an approximately \$20-million development that will revitalize this central downtown area. Three consultants were hired to prepare alternative designs for this property.

The first alternative for the Civic Square is from Rizzo, Rizzo and Johnston. The company proposes a public square surrounded by a student housing complex with four buildings and four three-storey, walk-up apartment buildings. Each building would have Edwardian trappings and would cost about \$1.2-million. Occupancy would be limited to first- and second-year Laurier Brantford and Mohawk College students.

GK York Management proposes a second alternative that envisions the construction of a public open space with mixed development that would include a variety of housing, retail, offices, a boutique inn, a daycare centre, an Alexander Graham Bell interpretation space and public washrooms. This proposal appears to be the most multi-faceted. When complete, in 2006, the \$20-million proposal would provide more than 90,000 square feet of floor area.

continued on page 11

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Connecting the Golden Horseshoe

Mayor leads efforts to bring GO and major highway to Brantford

Continuing growth in the Golden Horseshoe area is calling for significant accessibility additions, and Brantford is leading the charge.

Since beginning his term in office, Brantford Mayor Mike Hancock has wanted to establish a major 400-series highway and GO Transit connection linking Brantford with Guelph, Cambridge, Kitchener-Waterloo, Hamilton and Toronto. "The amount of people commuting either to or from the Cambridge or Guelph area each day is huge," says Mayor Hancock adding that the construction of "a proper highway would make life much easier for all of us."

Realizing the combined voices of several municipalities would present a worthier case for provincial funds, Mayor Hancock conceived of what became the Joint Municipalities Strategic Infrastructure Committee. "When you bring together the mayors of Guelph, Cambridge, Brantford, County of Brant, and Hamilton, you now have over a million people as a footprint," says Hancock about the committee's broad geographical representation.

The committee compiled a report on reasons for establishing a major highway and GO connection between these growing urban centres. "Moving Forward: Provincial Highway Needs in the West Toronto — Related Region" and "Joint Submission with Guelph and Brantford for the GO Transit Rail Service" have put the committee and its requests "on the radar screen." As a result, the Province has shown an immediate interest in establishing a GO connection. "We've got the Province to identify with our thinking and what we need them to do," says Hancock about the progress made by the reports. "We want them to agree with us that this should be a priority."

The proposed highway has been dubbed Highway 424. "We believe it will be a huge engine for commercial and industrial development throughout the area," says Mayor Hancock. The city is ideally situated as a short cut to Detroit through Fort Erie — a position that has played a contributing role in attracting transportation companies. No doubt, the north-south connection would make Brantford even more attractive to site selectors.

In addition to highway accessibility, Brantford also has the advantage of excellent air and rail

connections. Three international airports are within a half-hour drive from Brantford, while industries and passengers have the benefit of access to the CN and VIA Rail.

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NORTH AMERICA'S RAILROAD



Brantford Transit enjoys booming ridership

Brantford Transit is an expanding operation that has served the city since 1886 when horse-drawn car transportation was available for five cents a trip. Its priority has been effectively serving Brantford residents with a proactive, modern, safe, reliable, efficient and cost-effective transit service.

Brantford Transit has increased its ridership for six years in a row. Few, if any other transit providers, have accomplished this in Ontario.

"Public Transit is extremely important to our city but for it to be successful in the long run, we must keep our routes relevant, ensure we have the buses we need and ensure the service is

expanded to match the need of a growing city," says Mayor Mike Hancock.

He adds that the new Provincial Government has promised to provide Municipalities with 2 cents from the provincial gas tax for transit. "I regularly remind our MPP just how much this money is needed to maintain this vital service."

DOWNTOWN continued from page 10

The third alternative is from Windcorp Development Ltd. The developer proposes a \$51-million construction of a public square with a civic administration building on the east side, a building for primarily residential use on the west side, and a "history garden" that would feature significant figures in Brantford's history. There would also be one-level, 230-space underground parking. The architectural design of this alternative would complement the downtown's Edwardian streetscape.

After council chooses the most suitable proposal, it will again consult the public and likely announce the chosen alternative in October, 2004.

Another creative effort on the part of the City, Brantford's Market Square was anchored by an Eaton's department store for many years. With Eaton's nation-wide demise several years ago, well over half the Market Square space became empty and the remaining retail became increasingly marginal, says Don Radford, acting commissioner of community development. The City saw an opportunity to target the call centre industry and brought in RMH and NCO Group, which have 2,000 employees between the two of them. NCO recently purchased RMH and both now occupy a substantial portion of the building. The City will soon move its social services, municipal housing and financial departments into 66,000 square feet of office space in the Market Square. The building that is currently home to the financial department will soon be used for Brantford Laurier and Mohawk classes. "Everything we've been doing in the downtown has been that three-way partnership," says Radford.

Another creative aspect of downtown revitalization is in the remodeling of a stretch of storefront properties on Market Street. GK York Management Services has purchased the block of boarded-up properties on the west side of the Market Street walkway from businessman Steve Kun for \$265,000. GK York plans to take down 16 Market Street and renovate according to an Edwardian facade. The second floor will house nine one-bedroom units.

It all adds up to a lot of positive activity. Much of the private sector business in Brantford's downtown has been thanks to the City's successful Downtown Performance Grant Program. The program was established by Council in 2003, with partial funds coming from slot revenue from the Brantford Charity Casino. Since then, Radford says that \$2.75-million in grants to 19 projects has leveraged over \$12.2-million in private sector investment in the downtown.

Those who provide a business plan, are either locating or expanding within the downtown, and fulfill other criteria will receive up to 25 per cent of their project cost once they have spent their own money on the project. "This is a performance-based program," says Radford. "The municipality feels it's a very good program for the downtown and will provide additional funding to continue momentum in the core."

Ever since Captain Joseph Brant led the Six Nations people from upper New York state to the Grand River basin where they made their home, Brantford has acquired a colourful history of talented figures and formative events. Activists, sport heroes, actors and other personalities known throughout the world have at one time or another, called Brantford home. It begins, as history often does, with a leader.

Brant is considered the earliest significant figure in the town's history. Born in 1742, Brant demonstrated great skill as a leader of the Six Nations people. Brantford is named for the shallow crossing spot in the Grand River basin where he forded the river in 1784 and established a village later known as Brant's Crossing and then Brantford when the site was purchased from the Six Nations in 1839. Since then, a surprising number of famous people have graced the pages of Brantford history.

On the activist front, Emily Stowe was instrumental in establishing the vote for woman in Canada through much of her work as a pioneer suffragette. Born in South Norwich in 1831, she later became a teacher in Mount Pleasant at age 15. In 1854 she was named the first women principal in Canada by Brant's Public Board of Education at Central School in Brantford. Her pursuits later turned to medicine and in 1867 she became the first Canadian woman to practice medicine in Canada.

Like Stowe, Adelaide Hunter Hoodless was another leader on the women's movement front. She was born in Brantford in 1857. With the death of her fourth child, Hoodless was inspired to assist other women to acquire better domestic science and child care skills. In 1897, she co-founded the first Women's Institute, which later expanded to become the Federated Women's Institutes of Canada and Associated Country Women of the World. She also helped found the Victorian Order of Nurses, the YWCA (Young Women's Christian Association) now with branches around the world, the National Council of Women, the University of Guelph's MacDonald Institute, McGill



Above left: Jay Silverheels, shown above in his role as "Tonto" on The Lone Ranger television series was born on Brantford's Six Nations Reserve in 1912. Above right: Brantford-born Alexander Graham Bell gave the world the telephone and gave the city its reputation as "The Telephone City."



Photo: Brant Museum and Archives

Contributing Canadian greats

From athletes to authors, many stars find their roots in Brantford

University's School of Household Science and was also responsible for introducing science courses in the schools.

Brantford's nickname of "The Telephone City" comes from another of its most famous citizens and its only widely acclaimed inventor. In 1874 Alexander Graham Bell invented the telephone and launched one of the world's greatest industries — communications. Bell concocted the idea while at the Bell homestead in Brantford. He would retreat high onto a nearby cliff overlooking the Grand River. He called the spot, "the dream-

ing place" and this is where he conceived of the telephone. The first "long-distance" telephone call was made from Brantford to Paris in 1876. Bell named Brantford "The Telephone City" in 1917 when the Bell Memorial was dedicated.

Brantford has also cultivated a few particularly prominent artists. Painter and de facto leader of the Group of Seven, Lawren Harris was born in Brantford in 1885. He developed his artistic skill as an often-ill child spending much time in bed and painting and sketching for amusement. He came from a wealthy family, and, in 1914 he

financed the building of a large studio where fellow artists could work and meet to discuss their work. Renters there included J.E.H. MacDonald, Tom Thomson, J.W. Beatty and A.Y. Jackson — all of whom later became part of the Group of Seven.

Jay Silverheels was best known for his role as Tonto in the television Series *The Lone Ranger* in 1949. Born Harry J. Smith on the Six Nations Reserve in 1912, he started out as an accomplished boxer, wrestler and lacrosse player. Following a suggestion he try acting eventually led to his role as Tonto, when he became the first native to star in a weekly series. The *Lone Ranger* aired on 163 television stations in Canada and the United States. Silverheels founded the American Indian Actor Workshop in California to provide a means for native Indian actors to perfect their acting talents.

The Canadian retail world has Samuel W. Stedman of Brantford to thank for the Stedman's chain of 200 department stores that once stretched across Canada. In his time, he was one of Brantford's most respected citizens. He was a tireless supporter of the community until his death in 1965 and the city continues to benefit from the Samuel W. Stedman Foundation.

Brantford's most famous native and arguably the world's greatest hockey player, Wayne Gretzky, was born in Brantford in 1961. His father Walter, flooded the backyard of their Brantford home to create a hockey rink for his son, since he was tired of taking him to the rink in the nearby park and "sitting there for hours freezing to death." When Gretzky was only 16, one National Hockey League scout reported, "That kid is absolutely uncanny in his ability to do the right thing, to just know where the puck is going to be." Gretzky, who played for the Edmonton Oilers, Los Angeles Kings, St. Louis Blues and New York Rangers, finished his career as the all-time leading scorer and holder of 61 NHL records.

Brantford's past has set the stage for a future of active and contributing citizens who are bound to follow in the footsteps of their predecessors.

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The Brantford Campus of Mohawk College has plenty to offer. A unique partnership with Wilfrid Laurier University enables students in a variety of programs to complete both a Mohawk diploma and a Laurier degree in just four years. Mohawk Brantford is renowned in Ontario for its Police Training. The Packaging Management Program is unique to the community college system and the only program of its kind in North America. Graduates are working across Canada and into the United States, and across a broad spectrum of the packaging industry.

In September 2004 the former Odeon Theatre in Brantford was converted to a new learning centre.

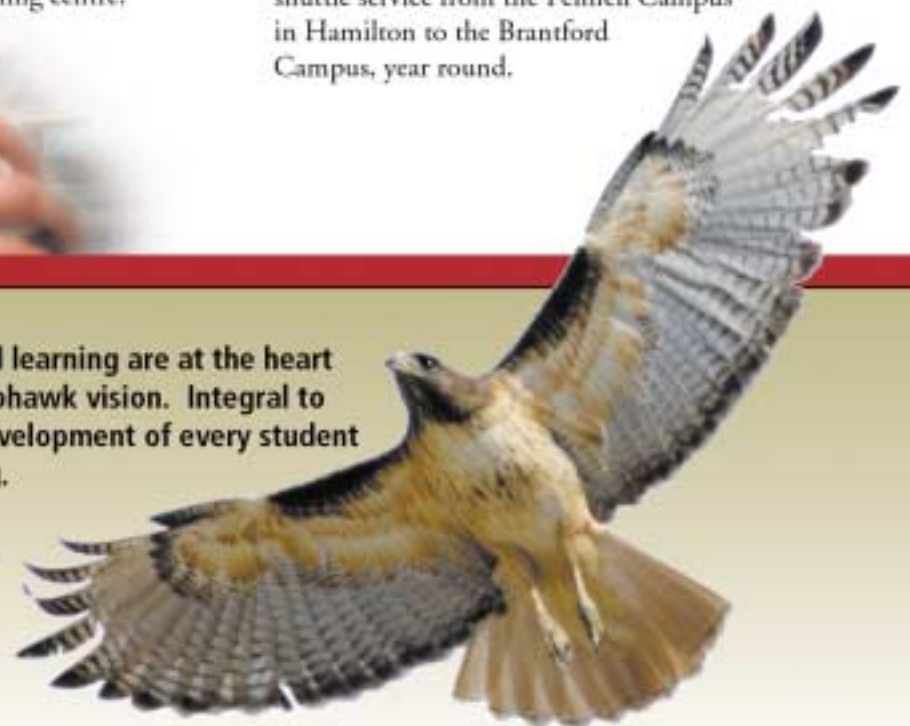
This new centre demonstrates the partnership between Wilfrid Laurier University, the City of Brantford and Mohawk. Approximately 700 students from Laurier Brantford and Mohawk will be pursuing their post secondary education in this new joint facility. Also in September 2004 Mohawk offered a new one-year Ontario College Graduate Certificate in Public Relations. Classes are running in the new learning centre offering students a fast-paced, laptop environment with excellent guest speakers and professors.

Mohawk Brantford has everything to fit your needs. Along with special Aboriginal programming and services, there is a spacious student lounge, a fantastic new gymnasium, and shuttle service from the Fennell Campus in Hamilton to the Brantford Campus, year round.



At Mohawk College, we care about your future... students and learning are at the heart of all we do. Inspiring learning, leadership and citizenship – that's the Mohawk vision. Integral to this vision is a commitment to ensure access, to support the individual development of every student at Mohawk, and to provide meaningful opportunities for lifelong learning.

For more information on programs offered at the Brantford Campus: please call, 519-759-7200 extension 2000 or email admissions@mohawkcollege.ca



A little song and dance

Arts and culture are at home in Brantford

In Brantford, the discerning culture-craver discovers a line-up of opportunities ranging from native theatre to historical homesteads.

Named after the famous Mohawk Chief Joseph Brant, both Brant County and Brantford are steeped in centuries of native tradition. Kanata Native Dance Theatre tells the tales of various Canadian tribes through imaginative dance creations. Audience members are thrilled with the combination of vibrant outfits, native traditions and music all creating a spiritually uplifting performance.

In addition to watching it unfold on stage, experience native culture in a hands-on environment. Woodland Cultural Centre is a highly regarded museum and Kanata Village is a re-created 17th century Iroquoian Village that are connected by an interpretative nature trail.

Enjoy more native treasures at Mohawk Chapel, built in 1784. This is the only Royal Chapel outside the British Isles. The well-maintained building and grounds are carefully tended and create a peaceful setting. The chapel is the

only surviving structure of the original village built by Mohawks here after the American War of Independence.

Arts lovers throughout Brantford, Brant County and Southwestern Ontario come to Brantford's Sanderson Centre for the Performing Arts for a smorgasbord of entertainment choices. This fall, the line-up packs variety: Colm Wilkinson, Jesse Cook, and Jack Soul are just a few up-coming acts. All performances of the Brantford Symphony Orchestra (BSO) are played at the Sanderson Centre.

In 1919, the centre opened as a Vaudeville house called The Temple Theatre. It underwent several ownership changes over the years and was used as a movie theatre for many of them. The City took ownership of the theatre in 1985 and set about a \$6-million renovation. In 1989, it was renamed the Sanderson Centre as a tribute to a family known for their generous support of local causes and a year later a grand re-opening was launched with Anne Murray.

"The Sanderson Centre for the Performing



The Sanderson Centre is 84 years old this year and celebrating with a star-studded line-up of performers.

Arts will be 85 years young in 2004 and to celebrate, we are creating a brand new show. Stardust Follies will celebrate the music, the dance, and the laughter that has graced our stage since the days of Vaudeville," says Michael Grit, General Manager.

Historic homesteads and museums are found throughout Brantford. Visit the original home of the telephone's inventor. Built high on a bluff in 1858, the Bell Homestead National Historic Site is a handsome mid-Victorian home that served as the first North American residence of the Bell family from 1870 through 1881. It was here, in 1874, that Alexander Graham Bell changed the direction of communication around the world with the invention of the telephone.

Built by Allen and Eliza Good in 1837, Myrtleville House Museum is one of the oldest original homesteads in Brant County. This Georgian-style farmhouse located on five acres of picturesque, wooded parkland has been restored to reflect early 19th-century lifestyles and features many beautiful family heirlooms from Ireland.

You'll see other treasures from an earlier era at Brant Museum & Archives. Through photographs, furniture, textiles, Brantford pottery and the Harrison M. Sheak Collection, artifacts chronicle social, commercial and industrial development in the area.

The Canadian Military Heritage and Vintage Motorcycle Museum in Brantford presents an up-close look at Canada's military heritage from the United Empire Loyalists of the 1700s to today's peacekeepers. You'll see artifacts such as tanks, airplanes and guns on display from the War of 1812, South African War, World War I and II and many other battles. While you're



Glenhyrst Art Gallery is located in Glenhyrst Gardens, a beautifully landscaped 16-acre park on the banks of the Grand River.

there, take a tour inside the Vintage Motorcycle Museum and research library.

Glenhyrst Art Gallery is situated on beautiful parkland on the banks of the Grand River. Built by Edmond Cockshutt, the house was granted to the City through his will 1956. The main building is an art gallery and the Gardener's Cottage is now a seasonal tea house (open May to October). Cockshutt was a fine amateur horticulturalist and the grounds today are maintained much as he might have kept them many years ago. All year long, visitors enjoy contemporary fine art exhibitions; guided tours for school children and special interest groups; a range of classes; lectures and events for all ages; and a Permanent Collection of more than 700 artworks.

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Building community homes in Brantford Get more home for less money

While some new home prices are skyrocketing and square footage is plummeting Empire Communities has decided to zig when everyone else is zagging. By building homes that offer more yard space and more living space for a price that is thousands less than elsewhere. The result? New homebuyers are flocking to Brantford and the community of Wyndfield. And while the community of Wyndfield is a draw all its own the City of Brantford is proving to be a pleasant surprise to those unaware of everything it has to offer.

Brantford is the perfect combination of natural beauty, a longstanding and unique heritage and close proximity to major urban centres. Quiet back roads, adjacent secondary roads and Hwy. 403 link Wyndfield to major cities and roadways throughout Southern Ontario.

In addition to its Country Size Lots® and homes with welcoming front porches, Wyndfield welcomes its residents with community events to unite both current homeowners and newcomers alike, from summer barbecues to Halloween parties to Holiday competitions vying for title of

“Best Decorated Home.”

And new homebuyers aren't the only ones enamoured with this community, the Ontario Home Builder's Association recently awarded Wyndfield “Community of the Year.” As well, Wyndfield features the model home that was awarded “Model Home of the Year” — The Tara, which best reflects the fit and finishes that Wyndfield has become known for.

“The response from new homebuyers stretching from Stoney Creek to Mississauga has been tremendous,” says Dan Guizzetti, President of Empire Communities. “They are drawn by an unbeatable combination of lifestyle and price. Homes at Wyndfield are saving tens of thousands of dollars for families when compared with prices in areas like Stoney Creek, Milton, and Burlington.” Since the introduction of Country Size Lots®, an Empire Communities' first, Wyndfield lots have ranged in size from 37, 44 and 50 feet wide by at least 110 feet deep. All at prices well within reach for most homebuyers. Not to mention a location that is strategically positioned in the middle of it all.



The "Tara" model home by Wyndfield was selected "Model Home of the Year" by the Homebuilder's Association.

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Sales office hours are from 2pm to 7pm Monday through Thursday; Noon to 5pm Friday and 11am to 5pm weekends and holidays. Telephone number is: 519-756-4554. Or visit the website at www.empirecommunities.com

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Presentation Centre Hours:

Mon - Thurs: 2 pm - 7 pm, Friday: 12 noon - 5 pm
Saturday, Sunday and Holidays: 11 am - 5 pm

*See Sales Representative for details. All illustrations are artist's concept. All dimensions are approximate. Specifications, availability and prices subject to change without notice E. & O.E. Prices correct at press time.

