

blend

INSIDER VOL 2



FOOD,
GLORIOUS FOOD

FROM 'SCHOOL LUNCH'
TO TV DINNER

AN ACE UP
OUR SLEEVE

DEALING ONE WINNING
DESIGN AFTER ANOTHER

WHEN THE
SHOE FITS

STYLISH DESIGNS
ARE OUR SPECIALTY

BUSINESS ADVICE
WHEN YOU NEED IT

AND NOW, YOU
REALLY NEED IT!



WOT JUST HAPPENED?!

Spring has sprung, but with it sprang the COVID-19 crisis. And because of it, normal isn't normal anymore.

Now is the time for rethinking everything.
For focusing on needs, not wants.
On ensuring that all your proverbial ducks are in a row.

Now is the time when good enough isn't good enough; only exceptional will do, for these are truly exceptional times.

At Blend, we were quick to respond to the pandemic. Many of our key collaborators were already working virtually, so we had virtually no hiccups as we transitioned to the new way of working.

Life has become more digital, more dynamic, more demanding. Responsiveness and flexibility is key.

Communication is essential!!!

Being smart is the smartest thing you can do. Amidst all the uncertainty, you can certainly trust Blend for our brilliant solutions.

Call us for...

- website design and programming
- social media design and management
- digital marketing strategy
- search engine optimization (SEO)
- blog content development
- paid search and display ads
- key word optimization

Call us for this... and so much more!

Stay safe. Stay sane. Stay in touch. We wish you the very best! Whatever is happening, we are your partners through the good times and bad.

The logo for Blend, featuring the word "blend" in a lowercase, rounded, sans-serif font. The letters are grey and have a slight shadow effect.

BLEND CREATIVE STUDIO INC.
BLEND PHOTOGRAPHY STUDIO

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FOOD, GLORIOUS FOOD

FROM 'SCHOOL LUNCH' TO TV DINNER

MasterChef Canada came to Rotherglen's Oakville Elementary Campus to film an episode entitled, appropriately enough, "School Lunch."

While competing Red and Blue teams cooked a nutritious lunch for 161 kids, Blend had the enviable task (we couldn't call it work) of trailing the production team, documenting all the behind-the-scenes action.

The one-hour episode—which featured about 20 minutes from Rotherglen—took an entire day to film. Our only disappointment was that we weren't able to taste the craft food; you can imagine how hungry we were when shooting finally wrapped!







ROTHERGLEN SCHOOL

HOME	52:59	GUEST
0	PERIOD 3	0
BONUS	POSS	POSS BONUS

EST. 1922 TO 2019



BEHIND THE SCENES:

MasterChef Canada episode 605, "School Lunch," aired on CTV. The episode was billed as "the home cooks go back to school to compete in the biggest Team Challenge in MasterChef Canada history."

Judges: Claudio Aprile, Alvin Leung, and Michael Bonacini

In order to accommodate the large scale production, the show's mobile location was set up in Rotherglen's main gymnasium.

Documenting the film shoot provided us with a unique perspective and made us appreciate the tremendous effort that goes into creating a television show.

During the day, in addition to shooting still photos, we shot B-roll in classrooms and around the Rotherglen campus.

The production team from Proper Television ensured a smooth interaction and filming process.



IN SUMMARY

1

Full-day shoot

1000+

Photos taken

322

Lunches made

APRIL 29

Air date on CTV

**ROTHERGLEN SCHOOL
OAKVILLE ELEMENTARY**

Location

1000+

High fives (the kids really loved it!)

161

Students fed

2

Teams

6

Chefs

3

Judges

0

Leftovers (no food for us)









AN ACE UP OUR SLEEVE

DEALING ONE WINNING
DESIGN AFTER ANOTHER

Founded in 2007, Hold'em For Life Charity Challenge brings together industry leaders for a special evening of entertainment and fundraising.

Each time, 400 top executives from Canada's leading real estate or asset management firms battle it out in a fun and friendly competition of Texas Hold'em poker played in an authentic Monte Carlo-style atmosphere.

Hosted at Toronto's ritzy Ritz Carlton Hotel, everyone wins because the proceeds go to charity. Of course, players do compete for incredible, non-cash prizes, but the real prize is bragging rights—an award that goes only to the Hold'em For Life Champion.

An entirely volunteer-run, non-profit organization, Hold'em For Life has raised \$34 million to fund cancer research and other initiatives at Mount Sinai Hospital, Princess Margaret Hospital, SickKids Hospital, Ronald McDonald House, as well as Sunnybrook Health Sciences Centre.

Over 85% of all funds raised by Hold'em For Life Charity Challenge have gone directly to fund cancer research and other initiatives. This work has resulted in over 50 published Hold'em For Life scientific research papers and scientific presentations.

Dealing a 'full house' of services, over the past three years, Blend has been thrilled to support the efforts of Hold'em For Life. A full year of planning and implementation go into each event and our work includes graphic design of their marketing and communication materials, including a sponsorship brochure which entices high-roller sponsors.

Additionally, we designed an 'ace' website and keep it current. Given that Hold'em For Life is two events, not one—one each for Real Estate and Asset Management professionals—the site needs to reflect the similarities between the two and also point out the differences. An important (and fun) function of the website is the countdown timer which both keeps viewers current, and adds a sense of urgency for sponsors and donors to respond to various calls to action.

Finally, on 'game day,' the Ritz Carlton Hotel is transformed into the home of Hold'em For Life with materials Blend designs: posters, table mats, table cards, chip tickets, programs, and prize sheets. And then when the first event ends, we do it all again the very next day.



**HOLD'EM FOR LIFE**
CHARITY CHALLENGE
For Cancer Research

THE 12TH ANNUAL REAL ESTATE INDUSTRY
THURSDAY, APRIL 5, 2018 • THE RITZ CARLTON, TORONTO

EVENING ITINERARY

5:30 P.M.	COCKTAIL RECEPTION
6:45 P.M.	CALL TO TABLES
7:00 P.M.	TOURNAMENT BEGINS
8:30 P.M.	ELIMINATION ROUND BEGINS
9:30 P.M.	CASINO FLOORS OPEN
10:00 P.M.	PERFORMANCE BY THE GLITZ
10:30 P.M.	CHAMPIONSHIP ROUND BEGINS



HOLD'EM FOR LIFE
CHARITY CHALLENGE
For Cancer Research

THE 14TH ANNUAL REAL ESTATE INDUSTRY
WEDNESDAY, SEPTEMBER 30, 2020 • THE RITZ CARLTON, TORONTO





HOLD'EM FOR LIFE
CHARITY CHALLENGE
For Cancer Research

[HOME](#) [ABOUT](#) [CHARITY CHALLENGE](#) [BENEFICIARIES](#) [ITINERARY](#) [SPONSORSHIP](#) [SPONSORS](#) [HALL OF FAME](#) [VENUE](#) [CONTACT](#)



36
DAYS

5
HOURS

47
MINUTES

18
SECONDS

REAL ESTATE EVENT



SEPTEMBER 30, 2020

Starting at 5:30 p.m.

WHERE

THE RITZ-CARLTON

181 Wellington Street West, Toronto, ON M5V 3G7



ABOUT HOLD'EM FOR LIFE

The 14th Annual Real Estate Industry Hold'em For Life Charity Challenge will be held on Wednesday, September 30, 2020 at the Ritz-Carlton hotel in Toronto. The event is a unique evening of fun and friendly competition that will be attended by over 400 top executives from Canada's leading real estate firms.

This unique and exciting event provides an atmosphere that is particularly conducive to networking.

The evening kicks off with a cocktail reception, which is followed by a night of Texas Hold'em poker that is played in an authentic Monte Carlo-style atmosphere. Players compete for incredible non-cash prizes and for bragging rights as Hold'em For Life Champion. No experience is required and novices often do as well as experienced players.



DREAM GETAWAY

FIRST PRIZE TRIP FOR 2 TO ANY OF THE FOLLOWING:



HOLD'EM FOR LIFE
CHARITY CHALLENGE
For Cancer Research



ST LUCIA



HAWAII



SUPER BOWL

SECOND PRIZE TRIP FOR 2
WEEKEND VIP TRIP TO LAS VEGAS

THIRD PRIZE TRIP FOR 2
ANYWHERE IN NORTH AMERICA

FOURTH PRIZE
iPAD PRO 10.5"

CASINO RAFFLE PRIZES TICKETS TO THE TORONTO RAPTORS VS WASHINGTON WIZARDS

IN SUMMARY

\$34 million

Raised in just 14 years

>85%

Of all proceeds raised directly funded cancer research and other initiatives

\$0

Administration costs. Hold'em For Life is entirely volunteer-run

9

Hospitals supported

2

Events per year: for Asset Management & Real Estate professionals

400

Attendees at each event



WHEN THE SHOE FITS

STYLISH DESIGNS ARE OUR SPECIALTY

Blend Creative Studio was proud to create in-store banners, front entrance signage, point-of-purchase signage, decals and posters for the Canadian retail locations of Nine West and Nine West Shoe Studio, one of Canada's premier distributors and retailers of footwear and accessories.

Nine West's parent group—Sherson Group managed, imported and distributed world-famous brands including Bandolino, Enzo Angiolini, Anne Klein, Adrienne Vittadini, Adrianna Papell, Taryn Rose, Charles David, Circa Joan & David and—of course—Nine West.



Founded in New York City in 1978, Nine West was at the intersection of fashion and city-chic style for almost four decades.

Known as being the destination for smart, sexy and sophisticated women, Nine West offered them footwear that provided confidence and versatility, regardless of the occasion.

In 1999, Sherson made a bold foray into the retail market with the purchase of five Nine West stores. Within a few years, it had more than 40 retail locations operating under the names Nine West and Nine West Shoe Studio.

Our work was as stylish as the shoes themselves and it never left a blister.

Our relationship with Nine West started with a small introductory project for their Calgary location during the Calgary Stampede. Our relationship quickly blossomed from that single project into ongoing, Canada-wide campaigns.

Always fans of shoe shopping, we were extremely excited to see our work in every city we visited. From store windows, to counter POP, to shoe tags on the items we purchased, our work was everywhere.

Blend also had the great honour and pleasure of working with Sherson as they celebrated their 30th Anniversary in a number of magazine ads, and at their trade show booths at the Toronto Fashion Show.





PIN TO WIN

SHOW OFF YOUR EASTER STYLE TO WIN!

WIN A \$50 NINE WEST GIFT CARD

April 16-22, 2014

HOW TO ENTER!

Follow @NineWestCanada on Pinterest



#9W Easter Contest

Pinned from

Pinterest



#9W Easter Contest

Pinned from

Pinterest



#9W Easter Contest

Pinned from

Pinterest



#9W Easter Contest

Pinned from

Pinterest



ADRIANNA
PAPELL

SHERSON GROUP



Empowering Women Through Fashion

TORONTO OFFICE: 1446 DON MILLS ROAD, SUITE 100, TORONTO, ON M3B 3N6
TEL 1.800.561.3690 | 416.449.9550 | FAX 416.449.9555

VANCOUVER OFFICE: 808 NELSON STREET, SUITE 2106, VANCOUVER, BC V6Z 2H2
TEL 604.688.1136 | FAX 604.688.1683



charles david

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SHERSON GROUP



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NINE WEST





A
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IN SUMMARY

1978

Nine West founded in New York City

1984

Sherson Group founded

1999

Sherson Group purchases
5 Nine West retail locations

43

Nine West & Nine West Shoe Studio
locations across Canada

2013

Blend begins design relationship with
Sherson Group / Nine West

1

Our work started with one
window display celebrating the
Calgary Stampede

2-3

Average number of sales events
per month

2

Languages: English & French

1000+

Number of times Lynn drooled
over the products featured

NINE WEST
PASSPORT✈️TO
FASHION
SHOP MORE. EARN MORE.

BUY 5 ITEMS &
GET THE 6TH FOR
FREE!

ENTER TODAY FOR
YOUR CHANCE TO
WIN A TRIP TO
PARIS!



Hotels.com
The Obvious Choice™

RECEIVE YOUR FREE **PASSPORT TO FASHION**
IN STORE, AND SEE AN ASSOCIATE FOR CONTEST
DETAILS AND YOUR CHANCE TO ENTER!

TRIP COURTESY OF HOTELS.COM



BUY ONE GET ONE
30% OFF
 ALL REGULAR PRICED
**FOOTWEAR
 AND HANDBAGS**

NINE WEST
 shoe studio
 ninewestshoestudio.ca

SECOND ITEM MUST BE OF EQUAL OR LESSER VALUE.
 ALL SMALL ACCESSORY ITEMS AND RED TICKET SALE ITEMS EXCLUDED.



\$69
 ALL SANDALS
 OR LESS

SECOND ITEM MUST BE OF EQUAL OR LESSER VALUE.
 ALL SMALL ACCESSORY ITEMS AND RED TICKET SALE ITEMS EXCLUDED.

NINE WEST
 shoe studio
 ninewestshoestudio.ca



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 shoe studio



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Fiscal
Performance Inc.
Committed to your success. Protecting your future.

BUSINESS ADVICE WHEN YOU NEED IT AND NOW, YOU REALLY NEED IT!

Two months into the greatest health and economic crisis the world has ever experienced, it shouldn't come as any surprise that hidden in the word 'PANdemic' is another equally terrifying word: 'PANIC.'

Panic... the very first thing you do when you think about your financial future, and the very last thing you want from your financial professionals.

Now, more than ever, you need strong economic performance and fiscally sound advice.

What you really need is Fiscal Performance!



Working to support Canadians during the crisis, the federal government is introducing programs on what seems like a weekly basis. Staying on top of the intricacies of CEWS (Canadian Employment Wage Subsidy) and CERB (Canadian Emergency Response Benefit), and the interest-free business loans is practically a full-time job, especially when the terms keep changing. Although it's great that the Canada Revenue Agency is rushing the money into people's pockets, when the dust settles many will likely be stung when they learn how much they owe the government for the initial windfall.

And that's the kicker.

You need to understand if you qualify for these subsidies and what the ramifications are for your

business down the road. If you don't, you'll be in hot water because "free money" as some people are calling it, is far from free. For example, CERB is a taxable income. If you receive the \$2,000 monthly benefit for 4 months, be sure to keep back approximately \$2,400 for taxes.

There are other things you need to be concerned with, too.

CRA is clear that there will be stiff penalties and the potential of jail in the case of fraud. Anti-abuse rules will ensure that employers who engage in artificial transactions in order to reduce revenues to get CEWS, will pay a penalty of 25% of the wage subsidy received on top of having to repay the full amount when the time comes.

Crisis, what crisis?

Fiscal Performance is a DFA-Bookkeeping Services Specialist.

They're specially trained to help you navigate
through these turbulent times.

These warnings aren't intended to scare you off from applying for and receiving benefits that will help you and your business survive these troubling times.

Rather, these warnings should make you ever more mindful that as a small business owner, you should contact your nearest **DFA-Tax Services Specialist** or a **DFA-Bookkeeping Services Specialist** for the expertise you need. D.F.A. stands for Distinguished Financial Advisor and when it comes to bookkeeping, Fiscal Performance is DFA-certified. As specialists, they are highly trained and well-versed in the eligibility rules related to COVID-19 government grants and loans.

Now, more than ever, knowing the health of your financial status is of paramount concern. Fiscal Performance is ready, willing and very much able to

help you make smart, well-informed decisions at a time when many other business owners are panicking as they struggle to keep their doors open.

If this pandemic teaches us anything, it's that we need to get (and then keep) our financial house in order. To do that, you need the best advice you can find.

Call on Fiscal Performance for advice you can trust and the skills you can use. Today, and for all the tomorrows to come!

905-662-9437

tracy@fiscalperformance.com

fiscalperformance.com





EVEN WHEN IT WAS 10 BELOW, THE RECEPTION WAS ANYTHING BUT CHILLY

There was food, fun, family and friends aplenty.

On Sunday, January 26, 2020, people gathered at Peller Estates Winery in Niagara-On-The-Lake to raise a glass in celebration of both the 9th anniversary of Blend Creative Studio and the 5th anniversary of Fiscal Performance.

After a delightful reception in a wine cellar, like polar bears, we then plunged into the icy depths of Peller's 10Below Lounge—the coolest place in wine country—a bar made out of 30,000 pounds of ice blocks.

But what was the talk of the town? That had to be the homemade, icewine-infused marshmallows. Yum! They were square and big and refused to burn... even when left too long in the crackling fire.

We had such a great afternoon, that we couldn't help but share it. Have a look at the following pages to see all the fun.













1937

MARTINIS



RAISE A GLASS

AND MAKE A TOAST TO 'FAMILY'

George Bernard Shaw once said “There is no love sincerer than the love of food.” Ali Khamis agrees, saying, “There is no love sincerer than the love of food... especially when it’s made by and for a loving family!” He should know because the Khamis family not only loves food and drink... they love it even more when it’s prepared by and for their loving family!

Originally from Uganda, Ali’s parents owned The Blue Cat Bar. There, Ali’s dad poured spirits and provided patrons with his high-spirited merriment. Never one to be outdone, Ali’s mom outdid herself with every new fabulous plate of food she served. It was ‘purr-fect!’ In coming to Canada, the family left behind all their worldly possessions but they continued to possess a love of life and laughter. Instilled (and distilled) in him from birth, Ali is proud to carry on the Khamis tradition.

Honouring his dad who passed away last year, Ali and his wife, Tracy, are proud to introduce you to **1937 Martinis**, which will officially launch once life goes back to normal.

But in the meantime, be sure to check out these simple and tasty cocktails you can easily make, and enjoy, at home during self-isolation.

Cheers!

MINT MOJITO

Recipe to follow on page 40

SMOKY MARTINI

Recipe to follow on page 40



THE BEES KNEES

Recipe to follow on page 40



RECIPES

MINT MOJITO

INGREDIENTS:

2 tsp Sugar

6 to 8 Fresh Mint Leaves

2-3 oz Club Soda (divided; to taste)

2 oz Light Rum

1 Lime (cut into 4 wedges)

1 Mint Sprig

HOW TO MAKE:

Add the sugar, mint leaves, and a splash of club soda to a highball glass.

Muddle just enough to dissolve the sugar and release the flavor of the mint.

Squeeze the juice from all of the lime wedges into the glass. Drop two wedges into the glass.

Add the rum and stir well.

Fill the glass with ice cubes.

Top with club soda and garnish with a mint sprig.

Serve and enjoy!

Recipe from: [The Spruce Eats](#)

SMOKY MARTINI

INGREDIENTS:

2.5 oz Gin

0.25 oz Blended Scotch Whisky

Lemon Twist

HOW TO MAKE:

Add both ingredients to a mixing glass and fill with ice.

Stir, and strain into a Martini glass.

Garnish with a lemon twist.

Recipe from: [Liquor.com](#) / Dale DeGroff

THE BEES KNEES

INGREDIENTS:

2 oz Empress 1908 Gin

3/4 oz Fresh Lime Juice

1/2 oz Honey Syrup

Lemon Twist

HOW TO MAKE:

Shake ingredients on ice.

Strain into a chilled cocktail glass.

Garnish with a lemon twist.

Recipe from: [Empress 1908 Gin](#)

OUR SERVICES

At Blend, we take pride in creating work with uncompromising quality that is both inspiring and has longevity. We are fully aware of our client's need to make the most of their promotional budget. We are dedicated to working closely with each client to ensure their desired messages and brand image is projected to their full satisfaction. We uniquely design and build for each client to create an identity that will reach their market and make them stand out from the crowd.

GRAPHIC DESIGN

We are passionate about design. From top to bottom, typography to layout, creative concept to high-quality production, we pull it all together with a fresh and targeted design. Our measure of success is demonstrated through repeat business from numerous satisfied clients who appreciate the attention given to their projects, both large and small. The sky's the limit! If you have a vision, we will see it through from concept to completion. We are here to portray and convey your message.

WEB + DIGITAL

In an increasingly sophisticated technological environment, establishing and maintaining an effective web and digital presence for your organization is paramount. Our team facilitates careful planning, competitor research and thorough client discussions to ensure your communications are truly tailored to the message you want to convey, the data you want to collect, and the image you want to portray. We design and build for each client to create a unique, functional, interactive identity that will make you stand out from the crowd.

COPYWRITING

The pen is mightier than the sword. It may seem cliché now, but it demonstrates the power of words strung together just right. A phrase from over 100 years ago that still stands tall. With the right turn of phrase, our writers can have your clients and customers laughing until their stomachs ache, crying tears of sadness and sympathy, or even picking up the phone to place an order. Every bit as powerful as the graphics that accompany them, our words give meaning and strength to your message.

PHOTOGRAPHY + VIDEOGRAPHY

Photos are more than pictures, they're an investment in your brand that's well worth making. And we know well enough that the best pictures aren't taken in a 'snap,' they're planned, prepped and propped to the nth degree. And when you incorporate the various elements of video (and audio) into your promotional campaign, you add the dynamism of interactivity that uniquely engages your current and potential audiences. It is an effective way to educate, entertain, promote and advertise.

Done well, these media have the potential to provide and display a more creative and compelling message that can set you apart from your competition.

MARKETING

Marketers often give short shrift to those in sales, and salespeople are quick to dismiss marketers as being superfluous. And many of those on the outside don't even know the difference between the two. At Blend Creative Studio, we cut through the clutter. We do what we do to market your organization or product with one objective and one objective only: to create awareness, direct communication, and strong sales.

PRINT + PROMOTIONAL ITEMS

In this age of digital, there's still nothing quite like settling down with a drink and something to read. In this scenario though, does that mug or glass have your logo on it? Are people reading your magazine, brochure, flyer or booklet? Engage your audience through their sense of sight and touch with eye-catching print pieces or a promotional item that will keep you and your brand top-of-mind.



Fiscal
Performance Inc.
Committed to your success. Protecting your future.

Let us take this important task off your plate so that you can get down to business.



At Fiscal Performance, our team of highly-trained professionals will provide you with superior bookkeeping services—again and again.

We start with posting the numbers and go on to supply the full accounting cycle, including taxes and payroll. We then take it one step further—after reviewing the numbers with you, we will provide advice and recommendations to help your business grow and succeed.

Let us take this important task off your plate so that you can get down to business.



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