

blend



INSIDER VOL 3

MEGATHON PHOTOS ARE
A MEGA-DEAL FOR GTA
YMCA HEALTH CENTRES

PRECISION DESIGN FOR
PRECISION LASERS

GROWING SUPPORT
FOR FRONTLINE
HEALTHCARE WORKERS

TEN THINGS WE'VE
LEARNED IN 10 YEARS!



AT-TEN-TION: BLEND IS GETTING OLD

As too many wise people to quote have said: "Time flies while you're having fun." And wow, isn't that true!

Ten years ago, Ali Khamis founded what would evolve and grow into Blend Creative Studios on Halloween, his favourite holiday (if you don't believe us, ask to see pictures of his incredible, Sweeney Todd-themed wedding)!

A decade later, we are just as excited to go to work as we were on day one.

It's been a roller coaster of a decade, capped off by what can only be described as the craziest year we can all remember. While the COVID-19 pandemic caught us all by surprise, we've been able to transition to the digital life. And with a full decade of experience as a studio under our belts, we are better able to help you today than we ever have been before.

As incredible as the last 10 years have been, we could not be more excited about the upcoming decade for Blend. We hope that you share our optimism; if you don't, let us change your mind! Give us a call and let us help you start the new decade off on the right foot.

- Graphic design and branding
- Website design and programming
- Copywriting
- Photography
- Videography
- Marketing planning & strategy
- Print + promotional items
- And so much more!

Here's to the next 10 years ahead for Blend!

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

BLEND CREATIVE STUDIO INC.
BLEND PHOTOGRAPHY STUDIO

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hello@blendphotographystudio.com

blendcreativestudio.com
blendphotographystudio.com

MEGATHON PHOTOS ARE A MEGA-DEAL FOR GTA YMCA HEALTH CENTRES

Every year, YMCA Health Centres take part in a week-long “Megathon” fundraising event. YMCA members create challenges to complete as a part of their fundraising efforts to support community programs and initiatives.

Together, the nine YMCA Health Centres in the Greater Toronto Region came up with 80+ unique challenges, including running on a treadmill for 12 hours and swimming laps for an entire day. If this sounds challenging, that’s the point!







While we managed to avoid the treadmills and pool lengths, Blend Photography also had a Megathon challenge: how do you capture the breadth and scope of an event that covers the entire GTA without making it a mega-ordeal?

IN BRIEF

Blend Photography was tasked with capturing the essence of the Megathon for the YMCA of Greater Toronto. We photographed members of all nine YMCA Health Centres in the region: the Brampton, Markham, Mississauga, Oshawa, Toronto Central, Cooper Koo, Scarborough, Shepard, and West End locations – a lengthy shooting schedule that served as a Megathon challenge in its own right. Blend Creative then worked to integrate the new photographs into the marketing materials to support the Megathon marketing efforts.

EXECUTION

We are so proud to say that the YMCA Megathon Champions raised over \$475,000 to help create more spaces and programs for children and families at the YMCAs throughout the Greater Toronto Region. We shot on five different locations over the course of five days, capturing the stresses – and successes – of each challenge champion.

Throughout the entire process, we were blown away by the energy and enthusiasm of the YMCA members participating in Megathon. We were amazed and inspired by their efforts – and how could you not?! These champions showed through their actions just how important the YMCA is to all the distinct communities across the GTA.

TEN YEARS: Y WE CARE

For Blend, working with the YMCA has been a dream come true. The iconic organization has played a central role in each of the Blend team members' lives, either as children learning how to swim, or sending our children off to summer camps. We love working with clients who create transformative experiences for us and others.

IN SUMMARY

9

YMCA Health Centres in the GTA

1 in 4

Families rely on the Megathon to keep their children in a YMCA Child Care Centre

4 in 5

Adults who receive financial assistance state that their YMCA membership helps their mental health

11,328

Children and youth have access to Y Camps where they learn new skills, discover the great outdoors, and create lasting friends and memories

\$475,000

Raised in 2017

5

Days of photography

5

Different locations

45+

Megathon Champions

500+

Photos taken

0

Swims in the pool



EVA

MEGATHON
CHAMPION

YMCA

MEGATHON

CHALLENGE YOURSELF. MAKE A DIFFERENCE.

Join our Mega Champions for fitness and fundraising activities at all YMCA Health and Fitness centres. Challenge yourself while raising money to help make a difference to children, teens and families across the GTA.

EXERCISE YOUR COMMUNITY MUSCLES.
SIGN UP TODAY!



ymcamegathon.org



RETRO RUNFIT
MEGATHON
CHAMPION

YMCA
MEGATHON

CHALLENGE YOURSELF. MAKE A DIFFERENCE.

Exercise your community muscles.



DWAYNE
MEGATHON
CHAMPION

YMCA
MEGATHON

CHALLENGE YOURSELF. MAKE A DIFFERENCE.

EXERCISE YOUR COMMUNITY MUSCLES.
 SIGN UP TODAY!



ymcamegathon.org



KETTLEBELL
 CHALLENGE
MEGATHON
CHAMPIONS

YMCA
MEGATHON

CHALLENGE YOURSELF. MAKE A DIFFERENCE.

EXERCISE YOUR COMMUNITY MUSCLES.
 SIGN UP TODAY!



ymcamegathon.org



CARDIO THEATER

CAUTION
Keep clear of moving parts

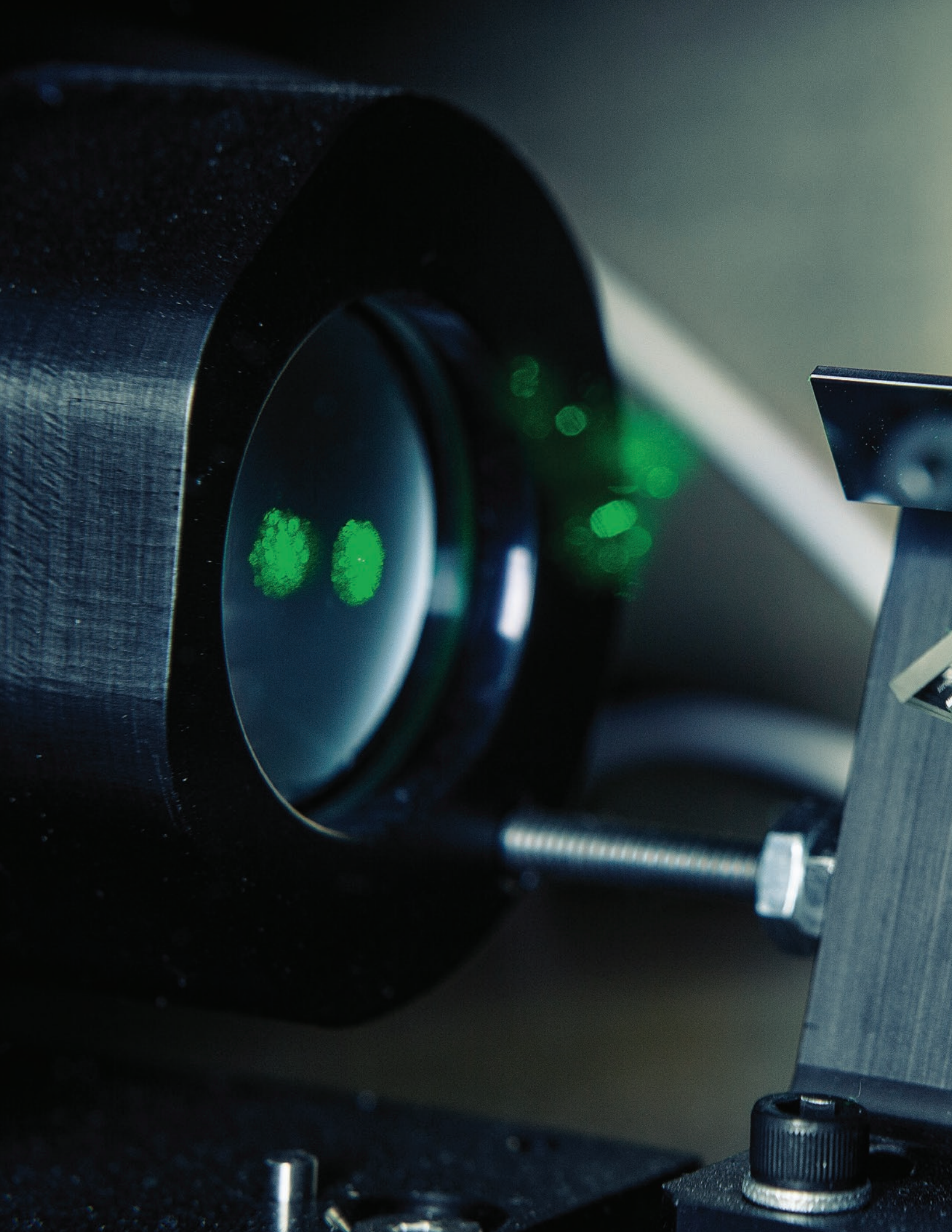


YMCA
MEGATHON
CHALLENGE YOURSELF. MAKE A DIFFERENCE.

Join our Mega Champions for fitness and fundraising activities at all YMCA Health and Fitness centres. Challenge yourself while raising money to help make a difference to children, teens and families across the GTA.

EXERCISE YOUR COMMUNITY MUSCLES.
SIGN UP TODAY!

ymcamegathon.org





PRECISION DESIGN FOR PRECISION LASERS

You may have heard that modern problems require modern solutions. Virtek Vision has one better: modern manufacturing problems require lasers. Virtek's products and services help make complicated manufacturing processes simpler and more reliable, offering their suite of laser beam solutions to clients around the globe.

Simplicity and precision are core tenets of every product and service Virtek offers, and it was those qualities that Blend Creative Studio latched on to when developing their brand, marketing, and communication materials.

IN BRIEF

Over the years, Blend Creative Studio has worked with Virtek Vision International on a wide variety of communication projects, including: trade magazine advertisements; copywriting and editorial; sales and consumer handout cards; event presentations; product photography and videography; and a series of trade show displays for use around the world, including specialty shows in the UK, Germany, Atlanta (U.S.), and here at home in Canada.

Each of these projects has allowed Blend to establish and further develop a core, central brand and messaging style focused on Virtek's mission statement: Engineering simplicity.

EXECUTION

Over the course of dozens of projects, Blend Creative Studio has built a strong, cohesive brand around the concepts of simplicity and precision. Locking sights on bold and recognizable crosshair imagery, Blend provided Virtek with the same level of efficiency and reliability that Virtek provides to their own clients.

TEN YEARS: FUTURE-FOCUSED

As a creative agency, you truly come to grow close to and become appreciative of long-term relationships with your clients. Over the past six years, Blend has had the privilege of working with Virtek. It's been a journey that has empowered both of our organizations to grow and emerge as leaders in our respective fields, and Blend's growth would not be possible in part without Virtek.

VIRTEK

Engineering
Simplicity.

LOOKING TO JOIN AN INNOVATIVE TEAM?

Our core business functions include:

- Engineering
- Finance
- Quality Assurance
- Software Development
- Technical Service

At Virtek our Laser Projection Solutions help make complex manufacturing processes simpler, safer, and efficient.



@VirtekVision



YouTube

#seethingsdifferently

Engineering
Simplicity.

virtekvision.com

VIRTEK

Truss manufacturing the easy way

Increase your manufacturing capacity & efficiency, and lower your per unit costs

- Reduce set up and changeover time by **70%**
- Require a **less skilled labor** force
- **Eliminate** manual measuring
- Increase productivity by up to **25%**
- Produce **one-of-a-kind** trusses in minutes
- Completely **eye safe**—OSHA compliant

Assemble the most complex trusses in minutes

Laser templating solutions for truss and wall panel assembly



Improve throughput



Ensure quality



Easy to use

VIRTEK TRUSSLINE

VIRTEK AND BOEING IN PARTNERSHIP

Creating efficiencies and
increasing productivity



FlashAlign

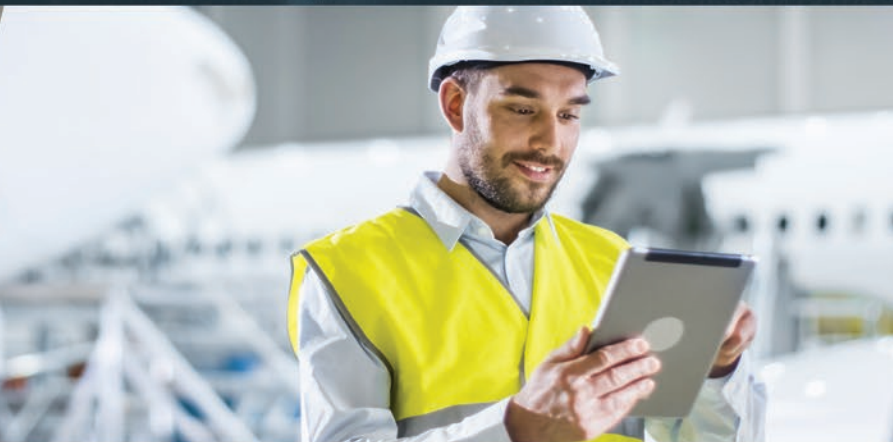
FA ⚡

Multi-tasking

MT ☁

High Visibility

HV 🔍



Precise.
Mobile.
Innovative.

Leveraging vision and laser-based solutions
to make complex **Aerospace** and **Composite**
manufacturing processes simpler.



INCREASED
productivity



UNSURPASSED
safety



TIME
savings



IN SUMMARY

1986

Founded

Waterloo, ON

Headquarters (and where Lynn's from!)

6

Core laser-based solutions

15,000+

Laser projectors sold worldwide

6

Years of collaboration

3-4

Trade shows/Conferences per year

3

Photo/Video shoots

4

Product launches

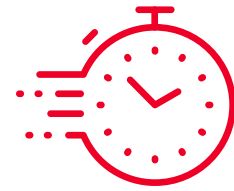




TEN THINGS WE'VE LEARNED IN 10 YEARS

There have been a lot of lessons over the past ten years: some have been easy to learn, and others have been more difficult. Here are ten pieces of wisdom that sum up Blend's decade, graciously stolen from those wiser (or at least, more eloquent) than us.

10+1



When you get a groove going, time flies.

- Donald Fagen (Steely Dan)

To love oneself is the beginning of a lifelong romance.

- Oscar Wilde

Don't underestimate the value of doing nothing, of just going along, listening to all the thing you can't hear, and not bothering.

- A. A. Milne



We have two ears and one mouth so that we can listen twice as much as we speak.

- Epictetus

If you want others to be happy, practice compassion. If you want to be happy, practice compassion.

- Dalai Lama

No one who achieves success does so without acknowledging the help of others. The wise and confident acknowledge this help with gratitude.

- Alfred North Whitehead

The secret to having it all is knowing that you already do.

- Unknown

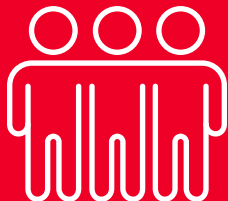
Choose a job you love, and you will never have to work a day in your life.

- Confucius



A good laugh is sunshine in the house.

- William Makepeace Thackeray



By people getting together and celebrating this idea of togetherness, great things can happen.

- Edward Enniful

BONUS!

You can never have too many Johns or Jons in your life.

- Lynn Brenner

GROWING SUPPORT FOR FRONTLINE HEALTHCARE WORKERS

The Ontario Association of Medical Radiation Sciences (OAMRS) represents Medical Radiation Technologists and Diagnostic Medical Sonographers, two professions that serve a critical role in hospitals across the province. The non-profit was formed to better represent these highly specialized healthcare professions, to give them a more prominent voice at Queen's Park.





These healthcare workers are on the frontline as COVID-19 sweeps through our communities, helping to diagnose COVID patients and administering x-rays to check the lungs and other organs for the virus. Their importance, however, has been overlooked, as these professions did not receive any well-deserved pandemic “hero pay” raises, whereas other healthcare professions did.

IN BRIEF

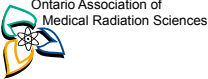
OAMRS needed support to communicate their message to their present members, in addition to reaching out to MRTs and DMSs across Ontario with the encouragement to join. After all, with a larger membership, OAMRS would become a louder voice at the negotiation table.


EXECUTION


Over the previous 1.5 years, Blend has worked with the OAMRS to create a series of videos and print/digital pieces to better articulate what the OAMRS is and what they do for their members. We also assisted with their 2020 Professional Awards, facilitating a series of videos to recognize a group truly deserving healthcare professionals.

TEN YEARS: HELPING PEOPLE WHO HELP US

Everyone has a story about a helpful doctor or nurse, who saved either their life or the life of a loved one. Most people have more than one story. Healthcare professionals take care of all of us, and so when an opportunity arose to help those who help us, Blend jumped at the opportunity. Helping our frontline healthcare workers is the right thing to do, especially in 2020.








Ontario Government Buildings, Queen's Park, Toronto


5000+

Over 5000+ Ontario MRTs and Sonographers (DMS) are represented by the Ontario Association of Medical Radiation Sciences (OAMRS). Together, we can build a bright future for our profession by lobbying the Ontario Government and ensuring our voice is heard.

HEALTHCARE IS PROVINCIAL


The rules that govern your scope of practice (RHPA and HARPA) are decided at the highest levels. This includes budgets, legislation and regulations. It is essential that we take part in these decisions.






THE FUTURE OF HEALTHCARE IS UNCERTAIN

We will need to do more with less as our budgets are tightened, our population ages and AI Technology becomes more prominent.




THE ONE TRUE VOICE

OAMRS is the only voice advocating for both MRTs and DMSs.



WORK TOGETHER

OAMRS is leading the provincial conversation. But we cannot do it without you. Only together can we build a bright future for our profession and patients.



YOUR MEMBERSHIP MATTERS

The more members we have the stronger our voice, the more we will be heard, and the more effective we will be.

The more you engage with OAMRS the more you will get out of your membership. Join the conversation on social media, volunteer for the association, take a course or attend a workshop, tell us how you feel and become a part of the conversation.

OAMRS | membership@oamrs.org or 1-800-387-4674 | www.oamrs.org







WELCOME

THANK YOU FOR JOINING OAMRS

5000+

You are now part of the over 5000 Ontario MRTs and Sonographers (DMS) that are represented by the Ontario Association of Medical Radiation Sciences (OAMRS). Together, we can build a bright future for our profession by lobbying the Ontario Government and ensuring our voice is heard.

Here are a few benefits that make OAMRS membership so valuable



YOUR ONE VOICE

Healthcare is provincial. OAMRS is the only voice advocating for both MRTs and DMSs at the highest levels. But we cannot do it without you. Only together can we build a bright future for our professions and patients.



ENHANCE YOUR EDUCATION

Stay up-to-date with free and discounted education programs including online courses, webinars, and weekly industry updates. Advance your practice with certifications and workshops.



FAST TRACK YOUR CAREER

As an engaged member you can gain professional recognition through volunteering and networking. Develop your leadership skills, and learn interview and onboarding tips from peer mentors.



DISCOUNTS & PERKS

Take advantage of exclusive discounts available to members only, including:

- Professional Liability Insurance
- Home and Auto Insurance
- Health and Dental
- Canada's Wonderland, CNE, Great Wolf Lodge, and more...

The more you engage with OAMRS the more you will get out of your membership. Join the conversation on social media, volunteer for the association, take a course or attend a workshop, tell us how you feel and become a part of the conversation.

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OAMRS ANNUAL REPORT 2019

Year ending December 31, 2019

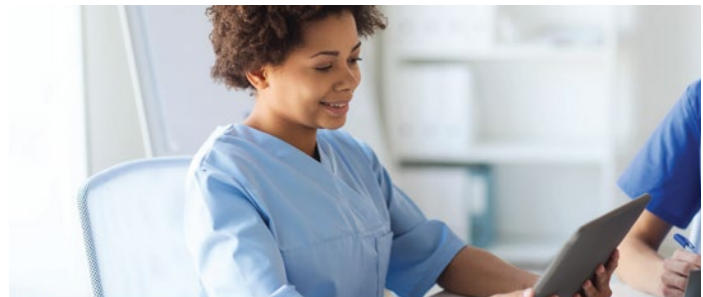
oamrs.org



CONTINUING EDUCATION

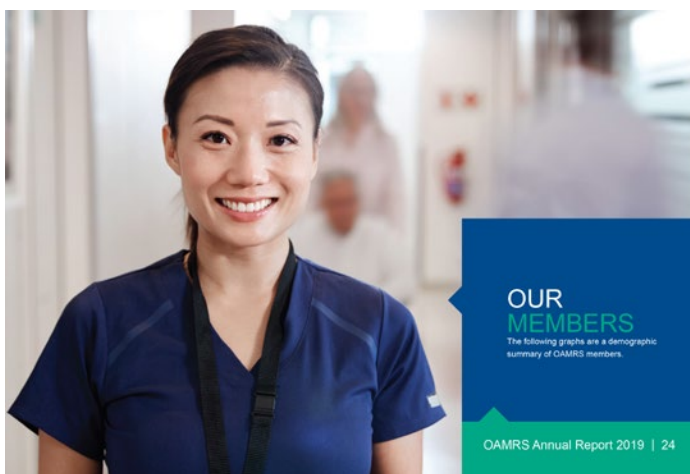
OAMRS delivered education to over 3,500 registered attendees via in-person and online education in 2019.

OAMRS Annual Report 2019 | 10



STATISTICS FOR 2019

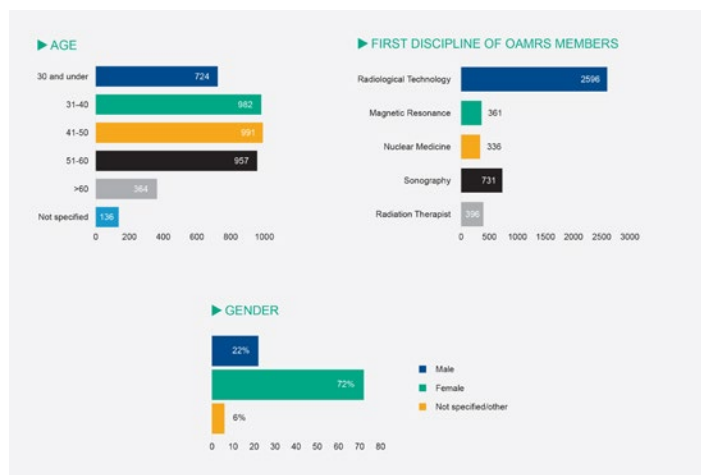
106	608	14	2,877
Online education participants	Live + Chapter event attendance	Webinars	Webinar participants

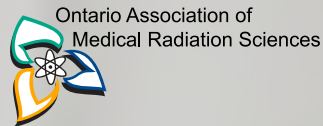


OUR MEMBERS

The following graphs are a demographic summary of OAMRS members.

OAMRS Annual Report 2019 | 24





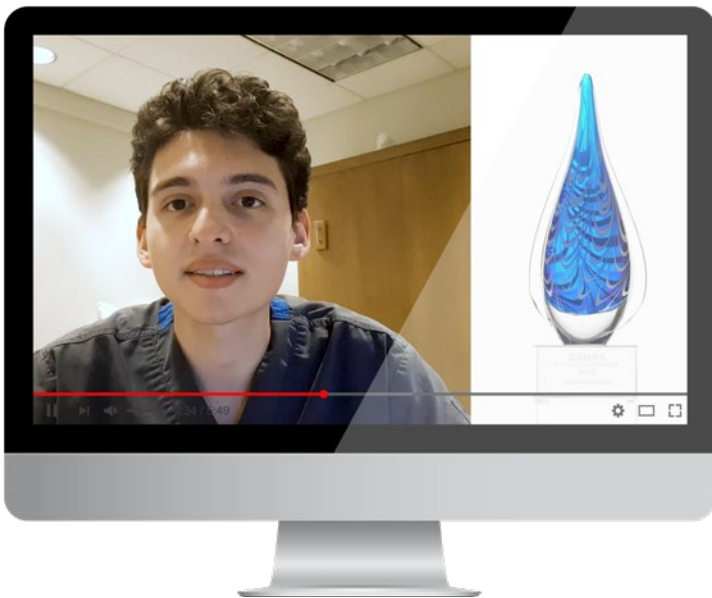
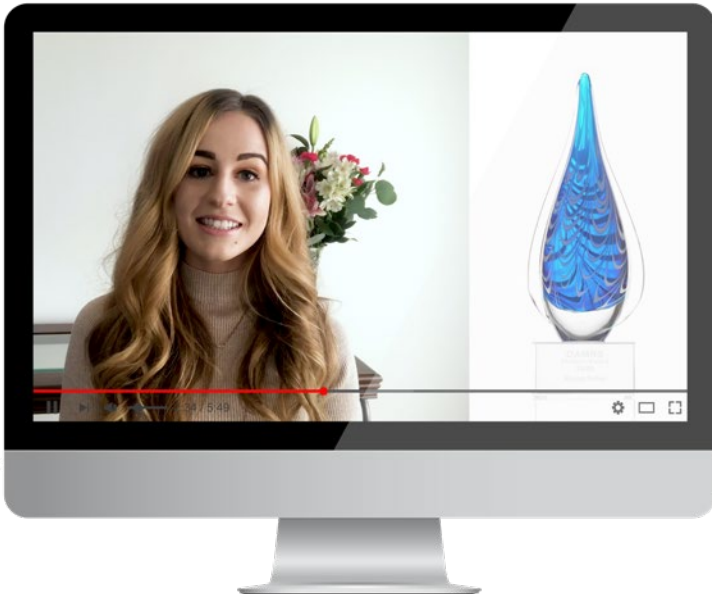
Ontario Association of
Medical Radiation Sciences

SAVE 50% OFF

**2020 SDMS Virtual Conference:
the world's largest sonography event.**

Become a member of OAMRS today and
save 50% on your conference registration,
plus the services and tools that
will help you succeed.





IN SUMMARY

2012

Created through merger

5,000+

Members in Ontario

30+

Online courses offered to members

60+

Free webinars available to members

1

Full day video shoot on location

5

Sales + marketing videos

8

Award videos

4

Backgrounder infographics

4

Events: invites/flyers/marketing pieces

1

Annual report





CELEBRATING AN INCREASED DIVERSITY OF OPINIONS

Celebrating the successes of Canadian professionals in the Black, Indigenous, and people of colour (BIPOC) communities, Dacosta magazine provides this large but largely under-represented community with a forum and a strong foundation from which to grow.

Dacosta spotlights BIPOC leaders who have risen to the C-Suite... and beyond! Amplifying their voices and their stories, Dacosta celebrates the steps that companies across Canada are taking to diversify their senior management and boardroom positions.

Changes in the business community are long overdue and Dacosta is making it their business to make a business case for recognizing up-and-coming BIPOC leaders:

- One in five Canadians self-identify as being Black, Indigenous, or as a person of colour. That's more than 7 million people!
- So-called minorities are becoming the majority. For example, already more than half of Torontonians and two-thirds of students attending public school in Canada's largest city are classified as "visible minorities."
- Greater diversity produces greater sales: Companies with more diverse management teams report a 19% increase in revenue.

continued...

DACOSTA

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About us

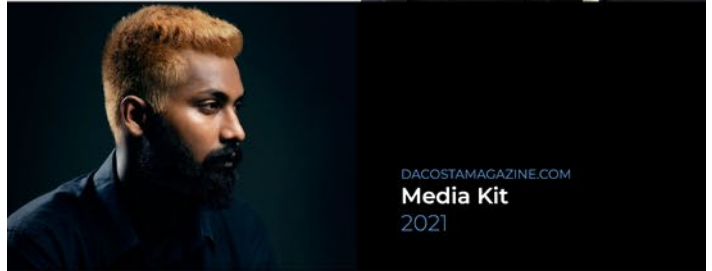
Mathieu Da Costa is considered by most historians as the first Black person to have arrived in Canada around 1609. Da Costa was a translator whose ability to master different languages led him to accompany prominent European explorers on their early expeditions into North America, working as an interpreter between them and the indigenous people of Canada.

Despite Da Costa's many achievements very few Canadians know his name. Today, over one million people make up the Black population in Canada, many of whom are trailblazers in their chosen fields — law, finance, science, engineering, and education. Yet, like Da Costa, very few Canadians know their names or stories.

We plan to change this by sharing their achievements and showcasing their triumphs. We'll celebrate the successes of Canadian professionals in the Black, Indigenous, people of colour (BIPOC) communities by providing them with a forum and a legacy. We are *Dacosta*.

Our mission

Dacosta will spotlight BIPOC leaders who have risen to the c-suite and beyond by amplifying their voices and their stories. We'll celebrate the steps companies across the nation are taking to diversify their senior management and boardroom positions, and we'll share stories of entrepreneurs who have overcome hurdles to carve out a niche in industries in which the door was traditionally closed.



DACOSTAMAGAZINE.COM
Media Kit
2021

Partnership solutions

We are committed to developing true partnerships. Please be aware that our marketing/advertising packages are customizable to best meet your business objectives to help maximize your brand presence.

For advertising questions, or to book your ad email us at sales@corneliuspublishing.com

Download our Media Kit for more information.

[VIEW MEDIA KIT](#)

Our virtual magazine is coming!
Sign up to join us on our journey

Contact us

For advertising questions, or to book your ad please email us at sales@corneliuspublishing.com
To submit artwork and features please email us at submissions@corneliuspublishing.com

NAME

EMAIL *

SUBJECT

MESSAGE

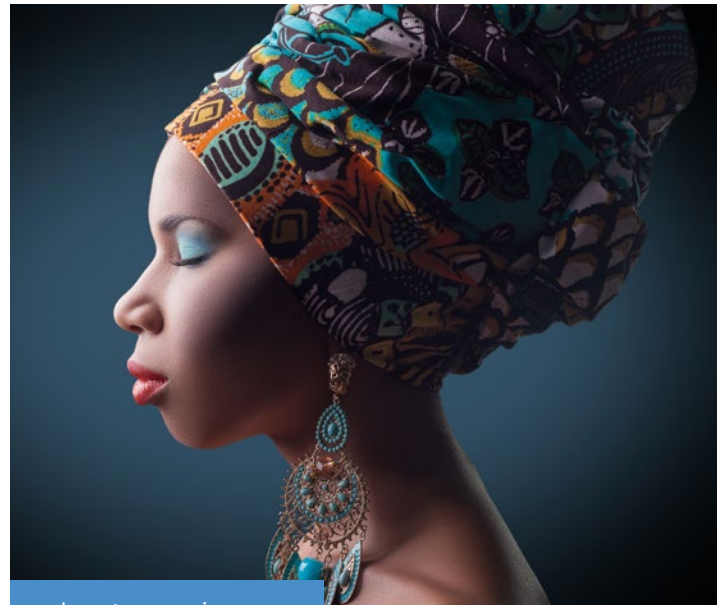


- Almost three quarters of consumers are more likely to support brands and businesses that stand for social justice.

Approached by Dacosta to help them update and re-design their website, we knew we couldn't do too much too soon; they're just starting out! Our meticulous, step-by-step approach included staged updates to their website including adding a features section; important background details; a media kit... and more.

Founded and co-owned by Ali Khamis – himself a man of colour – Blend Creative Studio is thrilled to be part of Dacosta's success. Originally from Uganda, Ali's family left behind all its worldly possessions when venturing to this country. Back home, Ali's parents had been successful entrepreneurs in their own right as proprietors of the popular Blue Cat Bar. There, Ali's dad poured spirits and raised them, too, with his high-spirited merriment. Never one to be outdone, Ali's mom outdid herself with each new culinary creation that came from her kitchen.

In raising a glass to Dacosta, we celebrate Ali's parents and all the other BIPOC entrepreneurs who ensure that the true north remains strong and free.



dacostamagazine.com

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DACOSTA
UNITY IN DIVERSITY

Dacosta is part of the cornelius publishing company

IN SUMMARY

2020

Founded

45-64

Audience age

70%

Male audience

30%

Female audience

30,000

of readers reached

20%

Canada's population that is from the BIPOC community

4x

Distributed via email each year

4

Product launches

dacostamagazine.com

DACOSTA

UNITY IN DIVERSITY



DACOSTA

DACOSTAMAGAZINE.COM

UNITY IN DIVERSITY



DACOSTA

DACOSTAMAGAZINE.COM

UNITY IN DIVERSITY



1937

MARTINIS

RAISE A GLASS TO TEN MORE YEARS!

Today, we are inviting you to “cheers!” with us as we celebrate ten years of Blend!

We are honouring ten years of family and friends, of incredible coworkers and amazing clients. But as with any great toast, we also have a mind to an exciting future of new projects – including 1937 Martinis, from which we have stolen the following delectable cocktail recipe for you to enjoy with us.

Cheers!

P*RN STAR

INGREDIENTS

1 slice Pineapple (cubed)

¾ oz Passion fruit puree

½ oz Vanilla Syrup

1 ½ oz Vanilla Vodka

1 half Passion Fruit

1 shot of Champagne, Prosecco or Cava

DIRECTIONS

Muddle one slice of pineapple in a shaker.


Add vanilla vodka, vanilla syrup and passion fruit purée.

Shake and double strain into a cocktail glass.

Garnish with ½ passion fruit (floating).

Serve accompanied with a shot of Champagne, Prosecco or Cava.





ESPRESSO MARTINI

INGREDIENTS

$\frac{3}{4}$ oz Kahlua

1 $\frac{1}{2}$ oz Vodka

1 Shot Hot Espresso

DIRECTIONS

Fill a shaker with ice cubes.

Add all ingredients.

Shake and strain into a cocktail glass.



OUR SMOOTHER TAKE ON THE
ESPRESSO MARTINI

INGREDIENTS

1½ oz Vanilla Vodka

¾ oz Kahlua

¾ oz Baileys

2 oz Hot Espresso

DIRECTIONS

Fill a shaker with ice cubes.

Add all ingredients.

Shake and strain into a cocktail glass.

THE SIDECAR

INGREDIENTS

1 ½ oz cognac

¾ oz orange liqueur (such as Cointreau)

¾ oz lemon juice (squeezed)

Orange twist

DIRECTIONS

Add all ingredients into a shaker with ice and shake until well-chilled.

Strain into the prepared glass.

Garnish with an orange twist.

OR TRY OUR ADDITIONS FOR A SWEETER TASTE

Squeeze ½ an orange into drink.

Top to taste with champagne or prosecco.

Stir.





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.



905.662.9437 | fiscalperformance.com