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Volume 3 | Issue 1

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See page 12 for more properties.

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Visit: www.claringtonpromoter.ca

Website Link of the Month



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Ice-Age Mammals in Clarington?

by **Charles Taws**
 With assistance from Helen Lewis Schmid

CLARINGTON MUSEUMS AND ARCHIVES
www.claringtonmuseums.com

This exciting exhibit created by the Canadian Museum of Nature in partnership with the Montreal Science Centre, the Royal Tyrrell Museum of Paleontology and the Yukon Beringia Interpretive Centre is one of the best we've brought to Bowmanville. With the assistance of Ontario Power Generation it is now open at the Sarah Jane Williams Heritage Centre. Visitors are introduced to the world of 12,000 years ago when saber-toothed cats, miniature horses, mastodons and mammoths, giant beavers and enormous ground sloths and bears roamed the land. This exhibit features many real fossils and even a piece of actual woolly mammoth hair!

The exhibit paints a picture of a world long ago that is both different and the same as today. Many of the finds come from the Yukon. 20,000 years ago it was an open wind swept grassy plain with marshy treed areas interspersed. Strange large mammals roamed the land with other animals that are still familiar to us today like caribou, bison, wolverines and badgers. Almost everyone who has seen the exhibit loves it, but one early visitor felt it was not appropriate because it has "nothing to do with Clarington history." I disagree and I think the picture described above could easily be Clarington of 12,000-10,000 years ago too. This article will prove the existence of mammoths, mastodons and early natives in Clarington, but first I have to give you a little background information.

12,000 years ago the world, including North America, was



Limba is an Asian elephant. Her species represents the closest living relative of mammoths and mastodons. Asian elephants are known to be highly intelligent and self-aware. They have been on the endangered list since 1986. Limba resides in the Bowmanville Zoo today.

coming out of the last Ice Age (known as the Wisconsin). Much of the continent had been covered by two huge ice sheets known as the Cordilleran in the west and the Laurentide in the east. Between them was an ice free zone or corridor. Sea levels were much lower than today because so much water was tied up in ice (it was as much as 125 meters lower). This exposed more land and created an area, called Beringia by archaeologists, that connected Siberia to Alaska. It is thought that Beringia lasted from about

23,000 to almost 8,000 years ago. From Siberia and down the ice free corridor came the ice age beasts and man, eventually populating both North and South America.

In Ontario, as the ice sheets melted, they swelled the basins that now form the Great Lakes. But, as the ice sheets retreated so did the lake levels. By 12,000 years ago Lake Ontario was only slightly larger than it is now and is known as Lake Iroquois by archaeologists. When the first natives arrived sometime around 11,000 years

ago they were presented with a landscape similar to today's Arctic but, because of our lower elevation, with a more diverse selection of plants. It is interesting to note that both the ice age mammals and man came out of the ice free corridor south of Ontario and could not head north to our area until the ice had sufficiently retreated.


The above is established scientific fact but what is the proof for Clarington? Sad to say, there are no known finds of

Continued on Page 4

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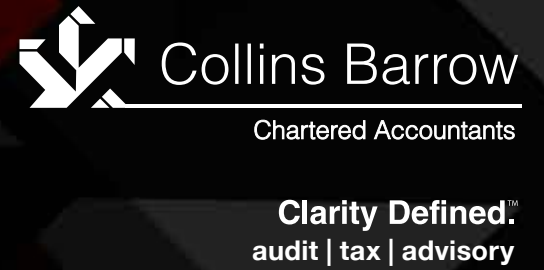
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See PG.1 of Media Post inside for details.

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Does Your Business Have a Vision?



by Peter Hobb

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In a previous article on Leadership I wrote about some of the characteristics of a leader which included being able to create a vision for the organization and clearly communicating that vision to all the key constituents of the organization. Most businesses do not have a clear vision or, if they do, they are unable to communicate it well. A clear vision tells people who you are, what your company stands for,

and something about your beliefs. If you do not have a clear vision it is difficult to build trust and loyalty and to create a truly great business.

The vision for your company is important. People likely buy or work for your company because of what they believe the company stands for, what the vision is for your company. For example, people are more likely to buy your product if your company's vision and beliefs align with theirs and your company's vision and beliefs are well understood. Your product becomes a statement. The people, who buy it, do so because it is a reflection of who they are. It tells the world who they are. The vision is key. The product is a symbol of that vision.

Your vision will create trust in those people whose beliefs align with your company's vision and beliefs. That trust will

build customer loyalty. These customers will be more inclined to purchase from you even if your price exceeds that of your competitors. If your main competitive advantage is that you are the lowest cost provider you are not going to build trust or loyalty. If people only bought from you because of price, as soon as someone comes out with a lower price they will likely start buying from them.

In Simon Sinek's book "Start With Why" he uses Apple Inc. as example of this. Apple's mantra is to challenge the status quo. They "think and do things differently". When Apple introduced the Macintosh computer its operating system was based on a graphical user interface. At the time this challenged how computers worked. The ipod and itunes were the same. They challenged how people listened to and purchased music. Apple

is a very innovative company because it is ingrained in their culture. Everything Apple does from the products it makes, to the people it hires, to how it markets reflects their reason for being, "to challenge the status quo". One of the reasons people purchase Apple products is because of what the products represent. For these people it is not because of the products themselves. They could buy similar products from other suppliers but they don't. They have to have the Apple product. This is why there are huge store line ups when Apple first introduces a product. People are making a statement to everyone they know by having the latest Apple device. People who see themselves as thinking differently and challenging the status quo purchase Apple products because those products tell others what they are about.

You cannot deviate from your vision. You must doggedly pursue it. As with Apple, everything you do must be consistent with your company's vision. If you don't, the reason why you are in business will become distorted, confusing your customers and employees leading to a loss of trust and loyalty. Consistently pursuing your vision isn't easy. Many businesses have strayed from their original vision in hopes of improving performance and paid a price for it. For example, companies have gone from focusing on their vision to focusing on the bottom line, making decisions that were not consistent with their original vision. This happened during a period in Apple's history and it paid a price. Fortunately it was able to get back on track. When a company loses sight of what made it successful the trust you

had developed starts to disappear and the company's performance starts to suffer.

This is not to say that measuring profit isn't a good idea, because it is and it is important to do so. However, it shouldn't be the focus for driving your business forward. Employees are not going to be very inspired if all they hear is that the company needs to make more money. They will be inspired if the vision of the company is consistent with their beliefs and goals building a foundation for creating a thriving business.



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Opinions And Views

Why Your Property Taxes Go Up or Down?



by **Jim Abernethy**, Publisher
jim@claringtonpromoter.ca

By now you should have now received the January 1, 2013 Property Assessment Notices from Municipal Property Assessment Corporation (MPAC).

Did your property assessment go up or go down?

An increase or decrease in your property assessment does not necessarily mean that your property taxes will increase or decrease.

MPAC is a not-for-profit, Ontario public sector corporation with one purpose - to accurately value all properties in the province of Ontario. MPAC assigns a Current Value Assessment (CVA) to your property.

This CVA is then used by municipalities to calculate your property taxes. Your property taxes reflect your share of the costs to manage and maintain the assets of our municipality, and to provide the many services we enjoy in our community.

Assets such as roads, bridges, parks, trails, recreation facilities, transit system, sewers & water systems, fire protection, ambulance & some health services and so on.

Think of it this way - we each pay a percentage of the costs to run our municipality, and that percentage is based on the value of our home.

The assessed value of our properties is one factor used in that calculation. Another factor is the tax rate that the municipality has assigned to our property.

Tax rates will vary depending on our use of the property. Most property owners in Clarington are assigned the residential tax rate which is 1.383857%. However the Industrial tax rate is 4.217825% and Farmlands 0.287821%.

The tax rate is determined by our Members of Council. This rate will go up or down depending on the increases or decreases in

projected annual spending - known as the budget.

Your property taxes are calculated by multiplying your CVA times the tax rate and dividing that number by 100.

MPAC assigns a CVA to every property in Ontario effective on the same day. So because everyone's property values go up or down over the course of a changing real estate market - the CVA is not as important a factor in your property tax calculation as the increased or decreased spending by the Municipal Council of the community.

If the costs of managing the assets of our municipality and providing services to our community increases, then we each must pay our fair share of those increased costs.

If these costs should be reduced as a result of finding efficiencies within the system or new additional tax revenues resulting from the new growth we are experiencing (new assessed growth tax dollars) then we should all benefit with either improved services or reduced property taxes.

To learn more about the MPAC property assessment process visit: <http://www.mpac.ca>

Did you know that there is a Provincial Government program available to some rural property owner whereby they can reduce their property taxes by as much as 50% ?

Interested in learning more? Send me an email or call me by phone and I will help you understand the Ontario Managed Forest Plan. This plan was established in the early 1970's - it is a win/win for landowners, the Municipality and the Province.

jimabernethy@royalservice.ca
905-261-7788 cell

It is my pleasure to welcome Rik Davie and Lisa Hadden to the Clarington Promoter Team.

Rik and Lisa come to us from the Scugog Standard newspaper located in Port Perry.

Rik is an experienced newspaper editor, and Lisa is an experienced radio and print advertising consultant. Please welcome them both to the Clarington Promoter !

Nice To Meet'cha Clarington



by **Rik Davie**,
Managing Editor

rik@claringtonpromoter.ca

There are some new faces at The Clarington Promoter and I'm one of them.

This great little paper created by Jim Abernethy is about to expand beyond its popular beginnings with more local news coverage, sports and the same great feature stories and focus on local business you've come to expect from a truly local news source.

Now I'm no stranger to Clarington. Having been in the

news business in Durham Region for many years I have covered Clarington over the years in newspapers and with CHEX television and have come to know this vibrant growing community through it's stories and it's people.

And I'm not alone. Lisa Hadden has joined the team in sales to add her many years of experience in print and broadcast advertising to make sure that we give the best advertising service to local businesses possible.

We were both very honoured when Jim asked us on board and we are committed to seeing this great little paper reach it's full potential for you the readers and the advertiser.

But that's not what your gonna read about in this column each and every edition. This space is reserved for sharing the private times with you.

You see, Lisa and I not only share a love of newspapers, we also share a house... along with a 7-year-old known in these pages as 'the boss,' a teenager about to go off to university, a hound named Drummer and a cat named Harley. Now I take Lisa's word we own a cat... I haven't seen it since the dog arrived six-months-ago and it retreated to the basement along with 'the teen...' but that's the cats problem, not mine.

All I know is that as long as Drummers' around I am always guaranteed at least one creature in the house whose always glad to see me!

So join us each issue as we sail the rough waters of the newspaper world and try to hold it together at home with little to protect ourselves from the other inhabitants of the house except our speed, our wits and our control of allowances and dog treats !

Now enjoy your paper and nice ta meet-cha!

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Ice-Age Mammals in Clarington?

Continued from Page 1

mastodon and mammoth bones in our area. This isn't surprising as these giants went extinct about 8,000 years ago and in Ontario soil, bones do not usually last past 6,000 years except under exceptional circumstances (note- the exhibit presents remains from the Yukon because this area was so dry it escaped glaciation which helped in preservation). The proof though that mammoths and mastodons were in Clarington is that they have been found all around us- to the east, to the north and especially to the west.

Some of these finds were made way back in the 1830's and 1890's. There are two, the Amaranth and Highgate Mastodons that have quite a story to tell. In 1887 John Jelly found some large bones on his cousin's farm in Amaranth Township in Dufferin County. Being an entrepreneur he saw a chance to make a buck. He cleaned and assembled the bones and began to show them in various towns and fairs. The Amaranth Mastodon was a partial skeleton and was known to have been displayed in Shelburne and Fergus. Jelly later took the skeleton to Western Canada but while out there he got sick. The bones were put into storage and lost.

Three years later, in 1890, another mastodon skeleton was found on a farm close to Highgate Ontario (near Ridgetown). John Jelly, now recovered, was on the scene again. He and his cousin, William Hillhouse, purchased, excavated and reassembled the bones. What they found was an almost complete mastodon skeleton. They showed it throughout Ontario and handbills claimed "A Monster Unearthed" and "The World's Greatest Wonder". Mr. R.A. Essery was hired to take the exhibit out west. Like Jelly before him he too took sick but unlike Jelly he didn't recover- he died! The bones went missing and Jelly and Hillhouse lost their prize. A few years later they found that the skeleton had been stored at a broom factory in Minneapolis but was now missing. Then it showed up being displayed in North Dakota. The two men in Dakota disappeared when contacted by Jelly. In fact, they had sold the bones to Harry Dickinson who sent them to his home in Minnesota for reassembly. In 1899 James Grassick bought the bones but eventually gave them to the University Of North Dakota. William Hillhouse tried legal means to get his bones back. He was ultimately unsuccessful but during the controversy the bones were stored in an attic and

forgotten. In 1974 they were rediscovered and that is how the most complete mastodon skeleton ever found in Ontario is now the eye-catching centre piece of the new heritage centre in Bismarck, North Dakota.

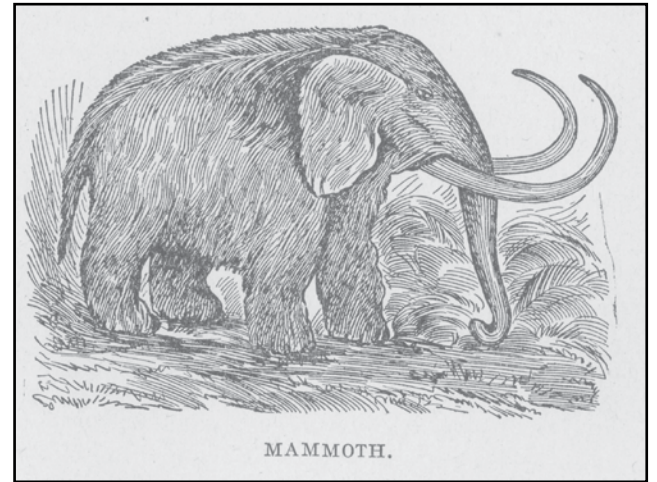
In 1875 J.T. Coleman wrote a booklet on the history of Bowmanville and the surrounding area. In a section describing native burial places he writes about a particular one in Scugog Township, "For a long time after its discovery, it bore the reputation of containing the remains of a gigantic race." He relates subsequent study revealed the bones to be not only human but of normal size. So, how did the rumour of the giant bones get started? We'll probably never know for sure, but a reference to a piece of mammoth tusk found on the shore of Lake Scugog could hold the answer. The reference is from a 1930 book, but the tusk fragment was probably found in the 1800's. Maybe other large bones were found with it and spirited away by a local entrepreneur? The fragment, once known to science, no longer exists but it was found in the same area as Coleman's "Indian burying ground" near Ball Point.

To the east of Clarington only one mammoth or mastodon find has been recorded. In the 1970's

on Pinnacle Street in Belleville the bones of a mammoth or mastodon were uncovered while excavating a house foundation.

We can say, through inference, that mammoths and mastodons inhabited Clarington, but what about the Paleo-Indians? In this we have direct proof. Many years ago a lady called me while I was up at the Clarke Museum. She told me that an early Paleo-Indian point had been found on her farm. I don't think she left her name but she said she'd bring it in to show me. I never did meet her, but imagine my surprise while researching this article to come across a reference to such a point being found near Newcastle, Ontario. I have no doubt that this is the same point I got the call about. This proves that Paleo-Indians were in Clarington. Paleo-Indians were known to hunt mammoths and mastodons in western Canada, but not so in Ontario. What little evidence we have shows the most popular hunted animal was caribou.

I think we can safely imagine a Clarington of 12,000 years ago with an arctic-like environment with few trees, thinly populated by Paleo-Indians favouring caribou, but also living alongside mammoths and mastodon. I'm sure if a good opportunity presented itself to hunt or scavenge



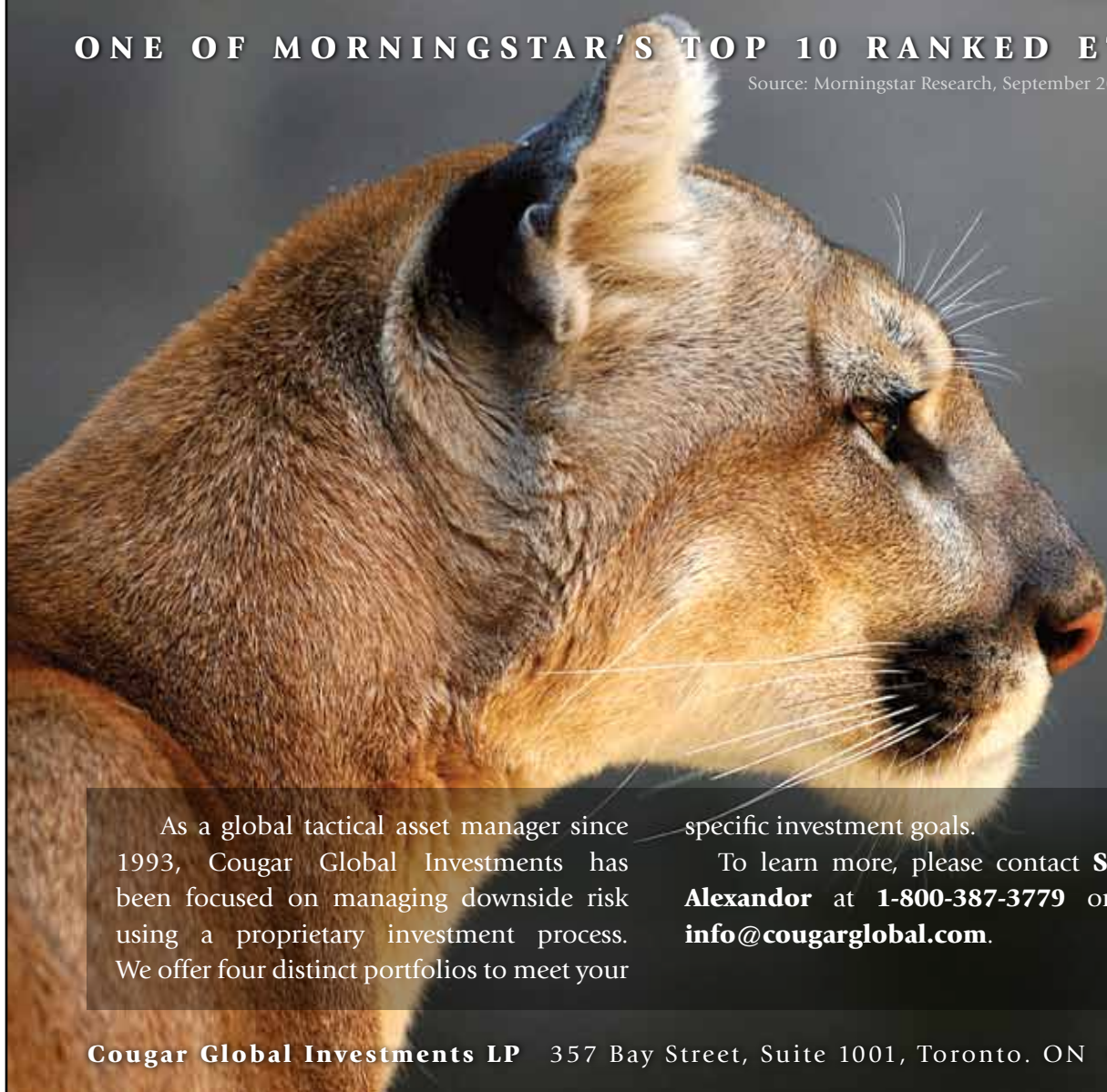
one of these ancient elephant like creatures that they would do so. Is the Ice Age Mammals exhibit relevant to Clarington? My research would say "yes". In fact, Clarington is almost unique in Ontario because we have the closest living relative of the woolly mammoth living here today. Limba, a 49 year old female Asian elephant resides at the Bowmanville Zoo. A few years ago researchers at the University of Manitoba began a study to see how the ancient mammoths, originally a tropical species, adapted to the cold climate of Siberia. They needed a sample of elephant blood to begin their study but found it impossible to get a permit for a specimen from a wild

elephant. The Bowmanville Zoo saved the day by providing the sample. In 2010 they successfully recreated mammoth hemoglobin. Maybe one day science will bring this extinct species back to life?

If you've ever wondered why the giant ice-age mammals became extinct? Or asked yourself what's the difference between a mastodon and a mammoth, then this exhibit is for you. It runs from Jan. 4 to April 30, 2013. Check the museum's website for more information and associated special events. If you enjoyed this story please check out my blog at www.claringtonmuseums.com. Just click on the blog icon to the right on the screen.

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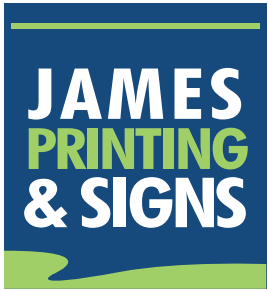
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Aw, shucks...we're blushing

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James Printing and Signs is a fourth generation company located in the heart of downtown Bowmanville. Since 1854, we have been putting ink on paper. The methods and products have changed since then but our commitment to honesty, integrity and customer service has not.

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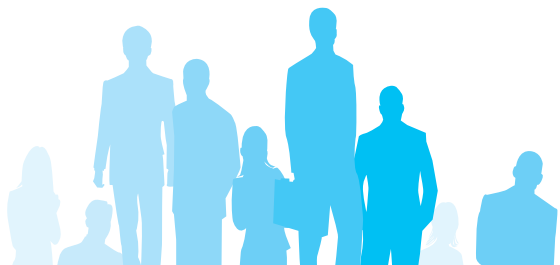
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Drilling, cutting and engraving

James Printing and Signs is now able to create custom 3-dimensional shapes by routing and cutting a wide range of materials such as metal, wood, foam, PVC, coroplast and trim board.

Custom shaped logos, shadow boards and life-size cut-out are just a few of the products that can be produced. Most recently, custom tool shadow boards were created for an aerospace company by cutting out the tool shapes in dense foam and mounting the foam to a pre-printed PVC.

The technology behind this machine is Computer Numerical Control. This technology was developed in the seventies and it allows for a machine to be programmed in advance so the operations are set up to work almost automatically. The initial setup is a little complicated, but once that is done the machine is easy to operate.

The CNC router is programmed to drill and cut repeatedly at certain intervals. This is much more efficient than manual operation and drilling and eliminates inconsistency due to human error or fatigue.

The CNC machine fits nicely into the operation. By keeping everything in-house, our staff is able to monitor the production and cut back on the time it takes to produce the job by improving efficiency in the manufacturing process.

Laser engraving complements existing operations

Adding to the list of products we produce are safety, warning and control labels for industrial and commercial facilities, rubber stamps, plastic signs, custom cut acrylic letters, logos and decals, displays and POP materials, marking films, polycarbonate and polyester control panels and membrane keyboards.

Corporate gift giving ideas from name tags, etched cocktail glasses and coffee mugs to plaques and trophies are a simple solution for recognizing an employee's achievement and/or service. Engraved wooden products such as cutting boards, bowls and serving platters are also a unique gift giving solution.



James Printing & Signs employee, Vance Sutherland, installs cut letters onto pre-printed board for Bobcat of Durham East. Nice sign Jeff!



James Printing & Signs hosted a Corporate evening at Canadian Tire Motorsports Park. This life-size cut-out was a perfect picture taking prop.



Lamacoids are just one of the many engraved products offered at James Printing & Signs.



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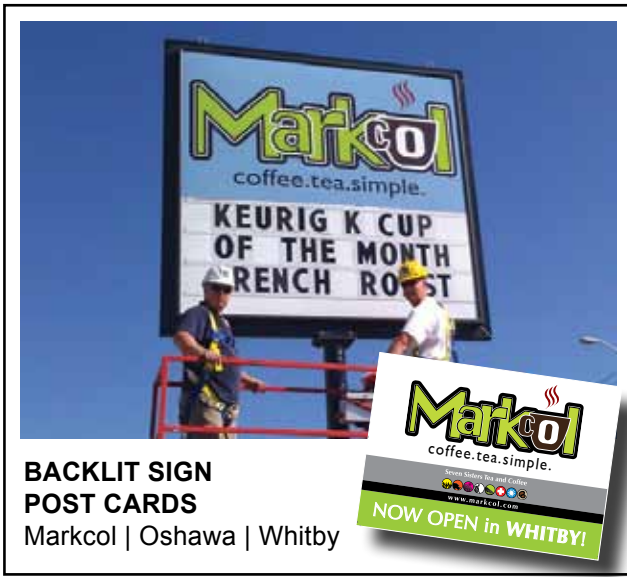


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Promoting our clients

You need to be aware of what others are doing, applaud their efforts, acknowledge their successes, and encourage them in their pursuits. When we all help one another, everybody wins. – Jim Stovall

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Jim Abernethy
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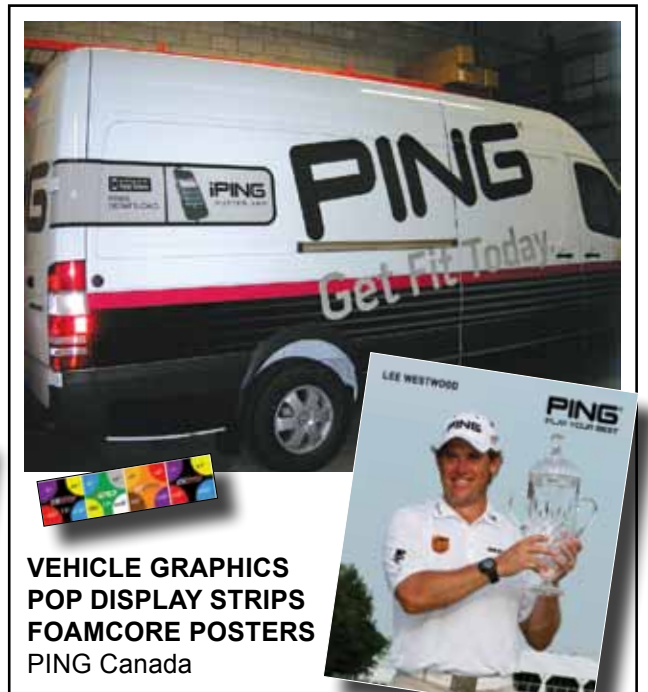


Home
Getting The Spirit of Oshawa
History Of Oshawa

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HALL LOCKS
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starting at

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A-FRAMES

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Whats Happening In March



Did you know that Big Brothers Big Sisters has been serving Canadian children for 100 years? 2013 will be a year of celebration for agencies all over Canada as we recognize a century of Big Brothers Big Sisters programs in Canada. Our Centennial is a major milestone for our organization and we are excited to start celebrating right here in Clarington. Throughout 2013, there will be a number of local initiatives to celebrate this once-in-a-lifetime milestone. 905-623-6646.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
24 	25 	26 • ICE AGE MAMMALS - RUNS ALL MONTH LONG Clarington Museum 62 Temperance Street, Bowmanville	27 	28	1 • In Her Skin: A Forum about Women and HIV Deer Creek Golf & Banquet Facility Phone: 905 576 1445 8:30 AM - 5 PM • Ganaraska Region Conservation Authority's Owl Prowl Ganaraska Forest Centre Phone: 905.885.8173 7 PM - 9 PM	2 • Brimfest Brimacombe Email: info@brimacombe.ca Phone: 905-983-5983
3 • Brimfest Brimacombe Email: info@brimacombe.ca Phone: 905-983-5983	4 • Learn to Square/Round Dance Baseline Community Centre 2444 Baseline Rd. Bowmanville L1C4K9 Time: 8 pm - 9:30 pm	5	6 	7 • Ladies Night Orono Crown Lands/ Clarington Fire Fighter Fundraiser Orono Fairgrounds Email: candlady@sympatico.ca Phone: 905-983-9890	8 • Learn to Square/Round Dance Baseline Community Centre 2444 Baseline Rd. Bowmanville L1C4K9 Time: 8 pm - 9:30 pm • FREE EVENT Visual Arts Centre March Break Camp BEGINS Visual Arts Centre of Clarington	9
10 • FREE EVENT Peter Haller "Linescapes" Visual Arts Centre of Clarington Opens: March 10	11	12 • Canadian Motorcycle Cruisers Meet & Greet Bobby C's Dockside Restaurant TIME: 7 pm - 9 pm	13 	14	15 • FREE EVENT Visual Arts Centre March Break Camp ENDS Visual Arts Centre of Clarington	16 • Ladies Night Orono Crown Lands/ Clarington Fire Fighter Fundraiser Orono Fairgrounds Email: candlady@sympatico.ca Phone: 905-983-9890 • The Beatlers perform Newcastle Town Hall
17 • Ladies Night Orono Crown Lands/ Clarington Fire Fighter Fundraiser Orono Fairgrounds • St. Patrick's Day Lunch Clarington Beech Centre 26 Beech Ave • St. Patrick's Day			21	22	23 • Girls Slo Pitch Registration 243 King St E Bowmanville Time: 10 AM - 3 PM 905-432-4517 • Clarington Project Gala Garnet B. Rickard Rec. Centre 6 pm START	
24/31 • Easter Sunday (31)			28 	29 • Good Friday	30 • 5K & 10K Easter Dash 1414 King Street East, Courtyce 9 am - 12 pm registration: 905-743-0532	



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HOME COOKING *with Cathy*

I know Spring is just around the corner when I start planning for Easter Dinner. This year Easter Sunday falls on the last day of March.

You can compliment the Roasted Lamb with your favourite vegetables or your favourite side dish. Enjoy!

by **Cathy Abernethy**

CLARINGTON PROMOTER CONTRIBUTOR



Leg of Lamb

Ingredients:

(For Marinade)

- 1 (16 ounce) container plain yogurt
- 4 sprigs fresh rosemary, leaves stripped
- 1/2 bunch fresh parsley, stems removed
- 1/2 head garlic, peeled and smashed
- 1 1/2 lemons (zested)
- 1/2 (6 pound) leg of lamb

(For Roasting:)

- 2 large onions, quartered
- 1/4 cup olive oil
- 3 tablespoons kosher salt
- 3 tablespoons ground black pepper
- 4 sprigs fresh Rosemary (leaves stripped)
- 1/2 bunch fresh parsley, (stems removed)
- 1/2 head garlic
- 1 1/2 lemons, (zested)

Preparation:

- Mix yogurt, 1/2 bunch of parsley, 4 sprigs of rosemary, smashed garlic, and zest of 1 1/2 lemons in a large bowl. Place the leg of lamb in the yogurt mixture and stir to coat. Cover and refrigerate for 24 to 48 hours.
- The next day, preheat an oven to 400 degrees F (200 degrees C). Spread onions on the bottom of a roasting pan. Remove lamb from the marinade, rinse and pat dry. Set aside.
- Place olive oil, pepper, salt, 1/2 bunch of parsley, 4 sprigs of rosemary, 1/2 head of garlic, and zest of 1 1/2 lemons in a food processor. Process until the mixture becomes a smooth paste. Rub leg of lamb with the paste, and place leg on top of the onions in the roasting pan.
- Bake in the preheated oven for 20 minutes, then reduce the temperature to 325 degrees F (165 degrees C). Continue baking until desired doneness, 40 to 50 minutes for medium. Insert an instant-read thermometer into the center - ensure temperature reading is at least 160 degrees F (70 degrees C).

DRPS Warns Against Distracted Driving

A random one-day distracted driving enforcement blitz in Clarington in the second week of February resulted in seventeen motorists receiving offence tickets for various infractions.

On Thursday February 14, 2013, East Division officers conducted an enforcement blitz within the corridor of Liberty Street and King Street East and Highway 2 and Clarington Boulevard, in Bowmanville. This zone had been identified as one of the high collision areas within the Highway 2/King Street corridor, between Boswell Drive and Simpson Avenue. As a result, officers

concentrated enforcement and educational efforts during their one day campaign.

Distracted driving was the main focus of the enforcement blitz. Seven drivers were charged with distracted driving, three with seatbelt offences, two with speeding and five drivers were charged with various document-related offences. Police issued one caution for using a handheld entertainment device.

Officers noted they were unable to conduct traffic stops on all of the offences observed due to the volume of the offences witnessed. Distracted driving initia-



tives will continue throughout the year in this and other areas of the municipality.

Durham Police would like to remind the public distracted driving is an illegal and unsafe practice which may result in a provincial offence notice and fine of \$155. For those who continue to drive distracted, this activity may result in potential collisions involving injuries and/or damages to property.



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MIX & MATCH: Over **225** K-cups to choose from, singles available!



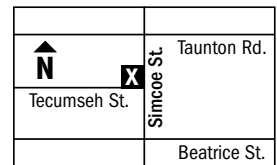
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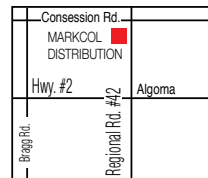
NEW EXTENDED HOURS:
Mon - Fri 9am to 7pm
Sat - Sun 9am to 5pm



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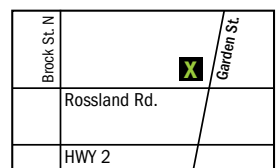
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Restaurants and Retail



by Tom Coleman

DURHAM FARM FRESH
www.durhamfarmfresh.ca

A growing number of restaurants and retailers are dedicated to highlighting locally grown/produced food in their establishments – no surprise that

there are some fine examples of this dedication in Clarington.

Durham Farm Fresh is pleased to welcome Dee's Harvest Table, Uncle Jack's Meat Pies, and Tyrone Mills Limited to our 2013 membership.

Located in Newcastle, this quaint restaurant is what home cooking is all about - Diana converted her grandparent's home into Dee's Harvest Table in 2011. Seasonal menus are created in order to showcase what is available from the local farms product is sourced from. For a local dining, catering and

bakery experience, try Dee's Harvest Table: www.deesharvesttable.com.

If home cooking is important to you and your family and you don't always have time to prepare your own meals from scratch – try Uncle Jack's Meat Pies. Offering meat pies & patties and perogies, Uncles Jack's uses local meat and vegetables in their delicious heat and serve meals. For a full listing of their products visit: www.uncle-jacksmeatpies.com.

Looking to buy local – year round? Tyrone Mills Limited

prides itself in offering locally produced apple cider, jam, honey and maple syrup. They have a delicious selection of baked goods and a variety of stone ground flour. Originally built in 1846 as a water power saw mill and flour mill, Tyrone Mills is also a great piece of history. Call 905-263-8871 for hours and directions.

Discover the local difference – dinning and shopping!

For more information, visit www.durhamfarmfresh.ca or call 905-427-1512.

Order Your Tree Seedlings Today

Have you considered planting trees on your property? If so, the Ganaraska Region Conservation Authority can provide assistance. Tree seedlings can now be ordered through the Ganaraska Region Conservation Authority until March 4, 2013. This can be done through an easy to use and informative selection catalogue and order form. There is a minimum order of 25 seedlings, with increments of 25 seedlings per species. Seedlings costs range from \$0.50 to \$1.25 each.

When it comes to planting the seedlings, landowners can plant the seedlings

themselves or have them planted through the Ganaraska Region Conservation Authority's Tree Planting Program. Funding is also available to assist a tree planting project through the Clean Water - Healthy Land Financial Assistance Program when more than 500 trees are planted.

Planting trees can provide many benefits to your property:

- Consider establishing a windbreak to help reduce home heating costs, or shade trees to reduce home cooling costs.

- Consider large scale reforestation on marginal land to increase wildlife

habitat, or provide future additional income through timber management or other forest resources.

- Help increase forest connectivity by planting in areas that will increase the size of existing forest or woodlots.

- Enhance stream banks and river valleys by planting species that stabilize stream banks and increase stream shading.

For more information on how you can participate in the 2013 tree seedling program or the Clean Water - Healthy Land Financial Assistance Program, contact Pam Lancaster, Stewardship Technician at 905-885-8173 x 247 or plancaster@grca.



on.ca. The Tree Seedling Order Form can be found at www.grca.on.ca.

For more information contact:

Pam Lancaster
Stewardship Technician
Ganaraska Region Conservation Authority
2216 County Road 28, P.O. Box 328
Port Hope, ON L1A 3W4
905-885-8173 x 247

Everything You Know About Asset Allocation is Wrong



by Dr. James Breech

PRESIDENT & CEO
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www.cougarlobal.com
(see ad on page 4)

The majority of financial industry professionals construct portfolios putting equal weight on a gain of \$1,000 or a loss of \$1,000 because they have been taught to think of risk as to-

tal volatility, and assumes that investors are indifferent between "upside risk" or making money and "downside risk" or losing money.

But the research of Daniel Kahneman and Amos Tversky demonstrated that this is not the case (Thinking, Fast and Slow). Most people find that the units of pain (210) they experience from losing \$1,000 are more than twice as great as the units of pleasure (fewer than 100) they derive from making \$1,000 (see graph).

There is a fundamental mathematical reality that reinforces this: if you start with \$1000 and lose 50% you need to double your

money to be whole again. All of this takes time, and you will still be in a deficit position regarding your cumulative pain and pleasure.

So the moral of successful investing is that to achieve the desired compound growth, it is important to avoid losing money. This approach was developed at the Pension Fund Research Institute by Dr. Frank Sortino, who recognized that true risk for an investor is the risk of failing to achieve the compound rate of growth required to fund his or her financial objectives.

ETFs are ideal vehicles for asset allocators. There are hundreds of ETFs that track

the performance of broad asset classes. Sophisticated modelling techniques allow for a unique approach to portfolio construction.

But most importantly, the asset allocation for a downside risk manager results in a much different portfolio than one constructed using traditional methods and is designed to perform in accordance with the investor's specific objectives.

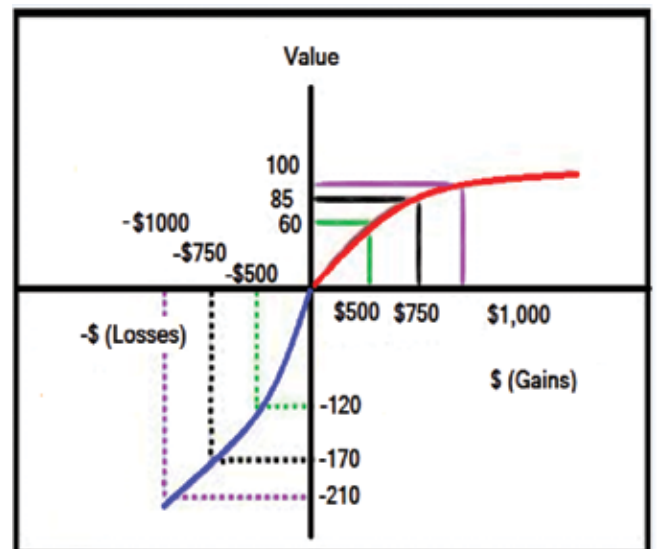
Above all, to achieve the desired compound growth your portfolio must be constructed to avoid bear markets and participate in bull markets. Thereby, not only is downside risk minimized; so is overall volatility!

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MILLION DOLLAR VIEW! - \$949,000



A rare find! One of the highest building sites in all of Clarington. Located on the top of a drumlin hill this 85 acres boast an impressive 360 degree view overlooking the Ganaraska Valley. Mostly good produc-

tive farmland with some maples, oak and natural springs. Imagine the colours in the fall! For more details contact Jim Abernethy Royal Service Real Estate Inc., Brokerage 905-261-7788 cell 905-697-1900 office

Jim Abernethy, Broker

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www.jimabernethy.ca

181 Church Street., Bowmanville

905-261-7788 Cell

905-697-1900 Office

www.jimabernethy@royalservice.ca



As I now celebrate 2 years as editor/publisher of this newspaper and Real Estate Broker with Royal Service Real Estate Inc. - I would like to thank the many people who have placed their trust in me.

I have always been a strong believer in the future of our community. For our family, Clarington is the Community of choice to raise a family.

Please do not hesitate to call me if you require assistance with or just want to chat about your real estate needs.

Sincerely,

Jim Abernethy



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See site #2

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3342 Concession Rd 3, Newcastle



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3 bedroom, all brick bungalow on large lot 1acre country lot, Lrg country kitchen with dining area & w/o, Bright & spacious open concept living area, 3 m/f bdrms with hrdwd flrs, 2 baths, m/f laundry. Bsmnt with Rec rm, games rm & storage, Insulated 2 car garage/shop with hydro + 2 addit storage bldgs. Surrounded by mature trees & apple orchard. Mins to Bowmanville, Newcastle, Orono & commuter routes

For further details call Jim Abernethy, Broker 905-261-7788 jimabernethy@royalservice.ca

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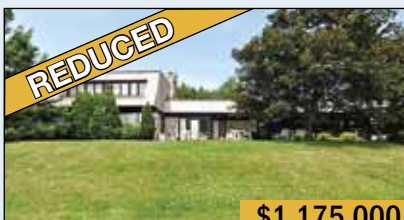


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10 Private acres, secluded & quiet amongst mature trees on dead end country road. This 2600 s.f. custom built house is a great family home. Fireplace, w/o & patios. 3 Box stall barn & gardens. New windows & sliders in 2009

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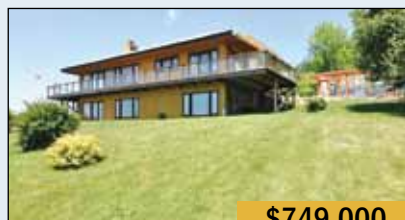


\$1,175,000

Contemporary Fieldstone design offers casual living on 95 acres backing onto 11,000 acre Ganaraska Forest Reserve. Perfect home for the family who enjoys outdoor activities. Spring fed pond, stream, pastures and hardwood bush.

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7677 Thompson Road



\$749,000

Quality constructed & energy efficient w/ground source geothermal heating & A/C. Incredible 180 degree views overlooking the Ganaraska Valley. Ask why the this home has free internet service. Total heat & hydro only \$310/month.

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\$2,990,000 OPEN STORAGE



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