

# COCOLILLY

celebration + inspiration

VOLUME 1 | NO. 2

---

RUSTIC ELEGANCE

# Signature

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Signature Little Ones is an online boutique that offers high quality, luxurious and personalized gifts for any little one to enjoy. Our goal is to exceed the standards of today's urban parents and gift givers by selecting the most unique items. All of our products have received the baby, toddler, and big kid seal of approval. If you are looking for the perfect one-of-a-kind gift, you will be sure to find it here at Signature Little Ones

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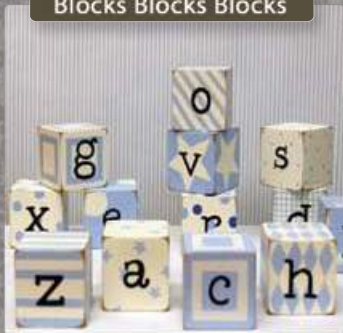
Embroidered Gift Sets



Rub-A-Dub-Dub Towel



Blocks Blocks Blocks



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Event Planning: Let our team of professionals take charge to help plan your special occasion

Signature Art: Have our artist come to your home and create a one-of-a-kind master piece

Custom Carpets: Let your imagination run wild and have us create a custom carpet for your home

Custom Room Decor: Let our talented team of designers bring your rooms vision to life



**Dinosaur Big Belly Bank**

**Flower Big Belly Bank**



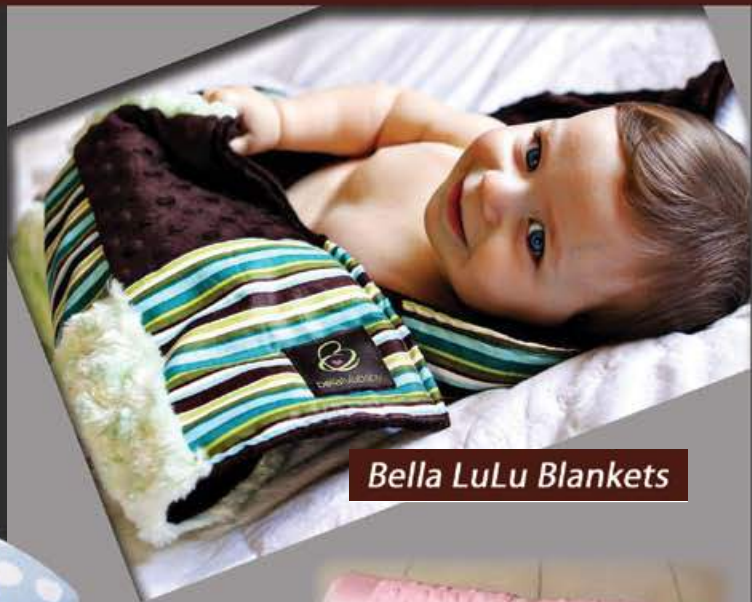
**Belly Banks were a  
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### Services We Offer

- Signature Photography: Let us capture your special memories weather on-site or in our studio
- Event Planning: Let our team of professionals take charge to help plan your special occasion
- Signature Art: Have our artist come to your home and create a one-of-a-kind master piece
- Custom Carpets: Let your imagination run wild and have us create a custom carpet for your home
- Custom Room Decor: Let our talented team of designers bring your rooms vision to life



**Custom Carpets**



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### **COCOLILY READERS**

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# Chronicle

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# THANK YOU

TO OUR WONDERFUL FRIENDS AND  
**AMAZING CONTRIBUTORS!**

## **Photographers**

Carla Silva  
Therese De Jesus  
Erwin Loewen  
Camp Out  
Rebecca Hall

## **Visionaries**

Eni Buiron  
Ashley Readings  
2 Sweeties Cake Pop Company  
By Invitation Only Designs  
Sugarcakes  
Pinkchair Creative

## **Special Guests**

Brenda Schaas  
Matthew B. Foote  
2 Clvr 4U Designs  
Laura-Jean Bernhardson  
Reem Attisha  
Maria Locker  
Anissa Holmes

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/OBOakville



# Night at the Opera

**concept + producer** Eni Hegedus-Buiron  
**photography** Carla silva | Photasia Photography Re Imagined  
**location** One King West Hotel, Toronto, Ontario  
**children** Isabel | Sophia | Cassidy | Sophia | Sienna | Lauryn  
**prop stylist** Eni Hegedus-Buiron | Carla Silva  
**wardrobe stylist** Eni Hegedus-Buiron  
**hair + makeup** Ashley Readings  
**casting director** Eni Hegedus-Buiron  
**clothing** Lulu et Gigi  
**paper fascinators** 2 CLVR 4U Designs  
**ballet flats** Own













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# DEPARTURES WISH LIST: *Camping With Style*



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Canada







BREJEIRA – GYPSY VAN  
Portugal



CASA DE LAILA  
Spain



# Mary's

## Campout Party

**photography** Rebecca Hall Photography

**styling** 2Sweeties Cake Pop Company | Rebecca Hall Photography | By Invitation Only Designs

**cake pops, cookies , dipped marshmallows + candy display** 2Sweeties Cake Pop Company

**cake** Sugarcakes

**paper stationary + banner by** Invitation Only Designs | Pinkchair Creative



#### WORDS FROM THE CREATIVE TEAM

Inspired by her love for the outdoors and adventure, we wanted to give Mary a 6th birthday party to remember - and what better way than a campout party! Pink, along with burlap, wood, and twine were used to give the party a rustic but feminine feel. The dessert table included a campout themed cake, handmade tent and lantern cake pops, cookies, dipped marshmallows, and homemade strawberry marshmallow smores. The guests enjoyed camp themed crafts while sitting on tree stumps in an indoor tent.

- Laura of 2Sweeties Cake Pop Company

# Q&A

WITH  
LAURA-JEAN BERNHARDSON  
OF  
**fresh**  
COLLECTIVE



## **Q: WHAT IS FRESH COLLECTIVE?**

A: Innovative retailers specializing in local independent designers and not-so-secretly on a mission to spread joy and inspiration through fashion.

## **Q. TELL US HOW FRESH COLLECTIVE, CAME TO BE?**

A: Fresh collective started in 2003 as a retail outlet for my own clothing line, Fresh Baked Goods, and operated as a designers' co-op in the early years to share the expense of running a store. I have recently stopped producing that line to focus on being an excellent retailer of independent designers' fashion, jewellery and accessories, and our business model has transformed and grown to where we are now a corporation with 10 employees working to provide the framework for independent designers to succeed in.

## **Q. WHAT WAS THE PROCESS THAT GOT YOU TO WHERE YOU ARE TODAY?**

Mostly it's been determination and trial and error that got me this far. I've learned a ton about business over the years- mostly the hard way! And now I consider myself an entrepreneur first and foremost.

In 2009, I partnered with the founder, Annie Chan, of my son's day care ([www.rowanwoodkids.com](http://www.rowanwoodkids.com)). I became passionate about childcare and what's possible for creating a wonderful place for kids to thrive in, and through that process, I learned about business from a whole new angle. It allowed me to see how to take Fresh Collective to the next level and beyond, and really allowed me to see that every business is pretty much the same at its root.

## **Q. IF YOU COULD DO IT ALL OVER AGAIN, WHAT WOULD YOU CHANGE?**

A: I would not be so stubborn and would have gotten out of my own way quicker. Everything I thought was stopping me was what I created in my head. Now I see that nothing stops me and I am 100% responsible for my own success

## **Q. WHAT ADVICE WOULD YOU GIVE MOMS WHO WANT TO START THEIR OWN BUSINESS?**

A: Understand that you are starting a business above all. Many people get stuck in wanting to "do" the work and not run the business. For example a hairdresser really just wants to do hair, but takes on running a salon. Understanding doing the work and running the business as two different skill sets really helps when you face the frustrations of needing more sales, maintaining a space, managing staff and all the other things that go into a business. My favourite book is *The Emyth Revisited* by Michael Gerber. That completely opened my eyes to what running a business was really about and freed me from most of my frustrations.

**Q. MARKETING IS KEY IN ANY BUSINESS, WHICH MARKETING PORTALS HAVE YOU USED FOR YOUR BUSINESS AND WHICH WAS THE MOST SUCCESSFUL FOR YOU?**

A: Our social media has been a major focus for over a year now, and we've built up our blog following, newsletter, Facebook and Twitter. Our main focus there is having customers in a conversation with us. We work hard to make sure that the content is relevant to them, and that they're engaging in it. Otherwise we're just throwing stuff out there and hoping people listen, and that's going to actually make them want to NOT listen. We work to find ways to listen to them as part of our marketing.

**Q. HOW DO YOU JUGGLE BEING A BUSINESSWOMAN AND MOM?**

A: I don't separate my life into home and work. My life is my life, and I love my work. I feel lucky everyday to have the juggling act I have and my family supports me to do what I do. They understand the time commitments and they get that following my passion is just what I have to do. It's only the last few years that I've gotten really powerful about realizing that I've taken on having it all, and that's what this looks like. Getting that allowed me to release any expectation that it "shouldn't be this way" or "should be easier" and lets me just take on what I take on knowing I'm living the dream.



**Q. WHAT IS THE HARDEST PART ABOUT BEING A MOM? WHAT IS THE MOST REWARDING?**

A: I don't know that I can really answer this. The most rewarding is that my son is just a perfect miracle! Rowdy, crazy, boisterous, messy, sticky, stinky and loves to talk about farts. He is joy in person form. The hardest? Nothing is hard about it when I just approach the whole thing as a blessing beyond measure, so I work to stay in that mindset no matter what comes my way.

**Q: WHAT IS YOUR FAVOURITE WINE?**

A: Red, and lots of it. I'm not a wine snob and love just about any wine out there.

**Q: WHAT IS YOUR FAVOURITE CHOCOLATE?**

A: Crunchie Bars!

**Q: WHAT IS ONE SONG THAT MOTIVATES YOU NO MATTER HOW BAD OF A DAY YOU'VE HAD?**

A: Lose Yourself by Eminem.

**Q: COCOLILY MAGAZINE IS ALL ABOUT CELEBRATION + INSPIRATION, WHAT DO YOU CELEBRATE MOST ABOUT LIFE AND WHAT IS YOUR BIGGEST INSPIRATION?**

A: Lately I've been talking about inspiring women. I think what would Arlene Dickinson do? What would Oprah do? I'm inspired by women who take on big things, make the world a better place, are genuine and authentic and have a way of being that makes people want to be around them. About life I celebrate love above all. I am very in touch with all the love in the world and I'm building love right into the company culture at Fresh Collective- the love the staff all have for each other, for our customers, for our designers. It's just there in our daily lives at work. How awesome is that? I just feel like the luckiest person in the world!

# Tea Talk

## Women Getting Down to Business

**location** Oliver + Bonancini Cafe Grill | Oakville  
**chef** Matthew B. Foote  
**photography** Therese De Jesus | Artiese Studios  
**talk panel** Maria Locker | The Mompreneur | Anissa Holmes  
Iris Blu National Event Staffing | Reema Rafid | Cakealicious By Reem



# Maria Locker

The Mompreneur

## DESCRIPTION OF YOUR BUSINESS

[TheMOMpreneur.com](http://TheMOMpreneur.com) is a trusted national network that supports, educates, and empowers over 11,000 Canadian moms in business.

## HOW DID YOU GET YOUR IDEA/CONCEPT FOR THE BUSINESS

I found that there wasn't much support dedicated to women in business in my community, especially support that encompassed a young mother such as I was at the time with two young children at home. I decided to form a group dedicated to allowing entrepreneurial moms to come together, talk business and family, and get the word out about what they do!

## WHAT ARE THE REWARDS OF BEING AN ENTREPRENEUR

Where do I start? As an entrepreneur, I've managed to stay home with my children for over 7 years and watch them grow. It all goes by so fast, so I appreciate every second I have been able to enjoy with them while working on the side during naptimes and late into the evening. Now as they are getting older, I am able to volunteer in their classrooms while having more time to focus on my business. I feel like one of the lucky ones, as it all worked out in the end!

## WHAT ARE THE DOWNFALLS OF BEING AN ENTREPRENEUR

There are times that there really is no income coming in as an entrepreneur, especially with a business like ours where each month is different. As well, it is hard to juggle with so many different sides of yourself when there are only 24 hours in a day; If I didn't have the support of my husband, I really don't believe our company would have led to the success we are at today.

## HOW DO YOU GENERATE LEADS/NEW CLIENTS WITH LIMITED MARKETING BUDGET

Social Media! Facebook and Twitter have been HUGE for our company, enabling us to chat with mompreneurs across the country without spending a penny. When you have a similar interest, it's easy to connect on a genuine level without necessarily "selling" what your company has to offer.

## WHAT IS ONE THING/ITEM THAT YOU SIMPLY CANNOT DO WITHOUT AS AN ENTREPRENEUR

Honestly, it will sound cheesy, but if you don't have a positive attitude as an entrepreneur, the tough times could be difficult to get through. Entrepreneurs are constantly battling different elements when it comes to their business, often more than one at a time - it's important to always see the positive side even in the toughest situations! (barring the above, I couldn't live without my iPhone!)

## HOW DO YOU MARKET/ADVERTISE YOUR BUSINESS?

Trade Shows and conferences dedicated towards women are highly successful for us, as well as online advertising through social media.





# Anissa Holmes

Iris Blu National Event Staffing

## DESCRIPTION OF YOUR BUSINESS

Iris Blu is a national event staffing agency with more than 3500 talent and fully equipped to service over 17 markets across Canada.

## HOW DID YOU GET YOUR IDEA/CONCEPT FOR THE BUSINESS

Having backgrounds in the promotion, marketing, and entertainment, my business partner and I realized there was a disconnect between agencies and their clients and we decided it was time to put the focus back on client & talent relationships.

## WHAT ARE THE REWARDS OF BEING AN ENTREPRENEUR

Our financial success is in our hands. Being your own boss obviously means that you can manipulate your own schedule far easier than as an employee. We are able to provide work and supplementary income to thousands of adults and students across Canada. The biggest reward is I can spend more time with my family. My husband and I are both self employed so we are raising our son to understand the importance of hard work, dedication and family.

## WHAT ARE THE DOWNFALLS OF BEING AN ENTREPRENEUR

The downfalls are that in the first years of any business, it requires an extraordinary amount of time which could otherwise be spent with family. There will also be hurdles to overcome as a business owner, but what doesn't kill you only makes you stronger!

## HOW DO YOU GENERATE LEADS/NEW CLIENTS WITH LIMITED MARKETING BUDGET

Because we began this business from a Starbucks we know limited marketing budgets all too well. We have been fortunate that most of our clients have come to us through word-of-mouth and referrals. We do spend a great deal of time making new connections, networking, and nurturing those connections. We have found that LinkedIn has probably been the best course for us to attain new leads.

## WHAT IS ONE THING/ITEM THAT YOU SIMPLY CANNOT DO WITHOUT AS AN ENTREPRENEUR

My laptop and cell phone

## HOW DO YOU MARKET/ADVERTISE YOUR BUSINESS?

So far we have only used social media, a blog and our website which has generated a fair bit of business. Besides these things, we go out to events and meet people and put our time and energy into establishing new relationships.



# Reema Rafid

Cakealicious By Reem

## DESCRIPTION OF YOUR BUSINESS

**Cakealicious** by Reem is a cake boutique specialized in high end custom cakes, desserts and elaborate dessert tables.

## HOW DID YOU GET YOUR IDEA/CONCEPT FOR THE BUSINESS

Reem , the owner of Cakealicious by Reem, grew up in a home with a passion for baking. She started baking with her grandmother and mother at the age of 7. Her business was launched as a result of this passion. She spends countless hours baking, decorating and creating new trends in the cake industry. Reem works with her clients and provides a vision that only her can turn into a reality.

## WHAT ARE THE REWARDS OF BEING AN ENTREPRENEUR

The rewards of being an entrepreneur is to be your own boss, to make your own decisions and to create your own vision as a company and watch your success grow.

## WHAT ARE THE DOWNFALLS OF BEING AN ENTREPRENEUR

This took a lot of thinking! There will come the time when an entrepreneur has to make his or her own difficult decision and there is no one to help you. After all there is no one ranked higher than you in the "chain of command" in your own business and can only hope that you are taking the correct decision at that situation. This is probably the biggest downfall. Another may be when a business would have to take priority over your own personal life or family.

## HOW DO YOU GENERATE LEADS/NEW CLIENTS WITH LIMITED MARKETING BUDGET

Networking and collaborating with local businesses. References and word of mouth, both from other businesses and clients. Working closely with your clients and ensuring a delivery that exceeds their expectation. This will certainly bring them back again and again.

## WHAT IS ONE THING/ITEM THAT YOU SIMPLY CANNOT DO WITHOUT AS AN ENTREPRENEUR

As an entrepreneur, you must ensure that you are able to retain your client base. You cannot do without client satisfaction. Treat your clients with respect, and spend the time to work with them, listen to their needs and address their concerns. Your client base is your income and that you cannot do without.





OUR FAVOURITE THINGS:

# *Rustic Elegance*

HOME



# OFFICE





# Cool Space

Oliver + Bonacini Cafe Grill | Oakville

**location** Oliver + Bonacini Cafe Grill | Oakville  
**chef** Matthew B. Foote  
**photography** Therese De Jesus | Artiese Studios

## OLIVER + BONACINI CAFE GRILL | OAKVILLE

An upscale casual eatery, featuring a gleaming open kitchen, buzzing bar and lounge, private rooms and an outdoor patio.

From family gatherings to large receptions, the newly-renovated private dining spaces are the perfect place to celebrate life's special moments.

## THE CHEF

Chef Matthew Foote's passion for local, seasonal ingredients, together with his years of experience at Langdon Hall and Elora Mill Inn have positioned him uniquely to present the vibrant fresh market cuisine of Oliver & Bonacini Café Grill, Oakville.







# Her Story

Brenda Schaas

A mother of three,  
and breast cancer survivor,  
shares her story with us.





**Q: HOW MANY CHILDREN DO YOU HAVE?**

A: I have 3 children. My oldest son Justin, is 11 and my youngest kids Erica and Taran ( girl/boy twins) are 7.

**Q: WHAT IS YOUR BIGGEST DAILY STRUGGLE AND HOW DO YOU COPE WITH IT?**

A: Right now my biggest struggle is trying to keep things as “normal” for my kids as I can while I am usually not feeling well. I really hate that I’m not the mom I want to be when I am in pain or fatigued from my treatments. I try to tell myself that it’s okay, that they aren’t suffering when they end up eating Cheerios for a meal or two. But mother’s guilt is a powerful thing and I hate that I made them have to live with this. But they are good kids and I honestly feel that this experience has made them stronger. They can face anything!

**Q: WHAT IS ONE OF YOUR BIGGEST BATTLES SO FAR IN LIFE AND TELL US HOW IT’S AFFECTED YOU AS A WOMAN?**

A: My biggest battle by far is my recent battle with breast cancer. It was a shock when my doctor found the lump but fortunately he followed up with a mammogram the very next day and from there I was sent to the surgeon. For me there was no hesitation about losing my breast. I knew I had to do whatever was necessary to ensure that I wouldn’t be leaving my 3 children motherless at any point in the near future. I have often had people comment on or question how easily I have handled this fight, but I assure you there was nothing easy about it. I just feel that this is the way it is, things could be so much worse. I am lucky and fortunate to still be tucking my kids into bed a night. And even though I may have my sad, bitter and heartbroken moments about all I have lost.....at the end of the day, my wonderful kids don’t care one bit whether or not I have breasts. They just want their mom. And I definitely want those hugs.

**Q: WHAT IS YOUR BIGGEST FEAR?**

A: My biggest fear is that I will turn out to be a liar when I told my kids everything will be all right. I fear a recurrence. Once you have had cancers shadow fall on you, it’s very difficult to shake off. Every twinge or ache makes you ask the question, “what if its spread?” I don’t want to live my life like that but I know only time will distance myself from this. It doesn’t help

when you repeatedly have to answer the question, "What if the cancer comes back?" from your 7 year old. I always want to be honest with my kids but they can only understand so much. So I always tell him, "well if it does, the doctors will give me some really good medicine and I will fight it again....AND I will win.' It sounds pretty cheesy but I always pretend I am boxing against the cancer when I have to answer those kinds of questions. The twins really get a kick out of it.

**Q: WHAT IS YOUR BIGGEST DREAM OR GOAL THAT YOU ARE ASPIRING TO?**

A: I wish I could say that I actually had some goal I am trying to reach. But right now I am still so focused on my treatment, day to day life for my kids, and the struggle to maintain a home for my family. The future just seems so far off right now. It's really sad that the reason I am so focused on the here and now is because of cancer. I definitely appreciate the need to enjoy each day and let the things that don't matter go.

**Q: WHAT ARE THE TOP 3 THINGS ON YOUR BUCKET LIST?**

A: Number one on my bucket list is to get the kids and I to Disneyworld. We had a trip all booked and we had to cancel it so I could have surgery and start treatment. My kids never even complained and that almost made it worse for me because it told me that they realized how serious things were.

I have always dreamed of getting to Europe someday so that would definitely be on the list as well. I honestly can't think of anything else right now. Just more travelling!!

**Q: GREATEST PIECE OF ADVICE YOU'VE EVER RECEIVED?**

A: One of the best pieces of advice I have heard recently was on a breast cancer forum was "say less, listen more, send flowers!" This had me laughing so hard because you can apply it to so many situations in life. Often people don't know what to say to you and end up saying something you would rather not hear or is just rude.

**Q: WHAT IS ONE SECRET THAT YOU'RE ANXIOUS TO SHARE WITH EVERYONE?**

A: I would like people to know that yes they could do it too. So many people have asked me how I have stayed so positive and handled everything so well. Then follow that with the comment that they don't think they could do it. Yes you could and you would. You would have your bawlfest and then pick yourself up and get on with it. That's not to say that you won't find yourself crying another time, or many times but that is how life is for anything.

**Q: WHAT IS YOUR LEAST FAVOURITE HOUSEHOLD CHORE AND WHY?**

A: I really hate vacuuming. I don't know why but it's never been my thing.

**Q: WHAT IS YOUR BIGGEST INDULGENCE THAT YOU DO FOR YOURSELF?**

A: I love my extremely hot baths and a book. I know it's not good for your skin but unless it's really hot it's just not enjoyable.

**Q: COCOLILY MAGAZINE IS ALL ABOUT CELEBRATION + INSPIRATION, WHAT DO YOU CELEBRATE MOST ABOUT LIFE AND WHAT IS YOUR BIGGEST INSPIRATION?**

A: I celebrate my family and friends. I have been so fortunate to be surrounded by family, and friends that feel like family. So many people have stepped up to try and help me in whatever way they can. It's really amazing who will be there when you need them. I also wish everyone was aware of all the volunteers that are out there making things easier for people fighting any illness. Not just volunteers in the hospitals but the ones organizing fundraising for events, or helping people get to appointments. I know right now is my time to accept all the help I can get from my family and friends ...but I have definitely been inspired to return the favor when needed. There are so many ways to give back.

Most importantly I am inspired by my children. I have gotten a lot of my strength from them, the need to be here for them now and in the future. They have lifted my spirits when I have been down and been my reason to get back up again. They have been supportive when I haven't felt well and understanding when they have had to be disappointed. I am very proud of how they have handled everything and I love them so much. They are why I fight.

*Photography by Erwin Loewen*



# Random Goodness

## **COCOLILY RULE NO.1**

Chase your dreams, your inspiration, your passion.

## **COCOLILY RULE NO. 2**

Start every day with a happy moment by looking in the mirror and saying, "Hey, gorgeous."

## **COCOLILY RULE NO. 3**

Let go of anyone who causes you pain.

## **COCOLILY RULE NO. 4**

Accept your cellulite.

## **COCOLILY RULE NO. 5**

Drive in the car, play your favourite song and sing.

## **RANDOM ACTS OF KINDNESS...**

- Return a shopping cart.
- Use less plastic.
- Be a friend who listens.
- Send flowers unexpectedly.

## **SPARKLING HAPPINESS**

- Going for a ride in the car with no destination.
  - Seeing a sonogram of your first baby.
  - Recharging and laughing with your family.
- Finding happiness in something that doesn't cost a thing.
  - Getting a sweet kiss from your child.

## **SUMMER TO DO LIST**

Your seasonal bucket list and we recommend at least one for summer.

Go camping in your backyard and eat s'mores. Build sandcastles. Take your child on a date to see their first movie. Have a water balloon fight. Neighbourhood drive in. Have a picnic in the park. Buy ice cream from the ice cream truck. Run through the sprinklers. Host a cocktail party. Grow a basil plant. Make fresh lemonade. Go the Farmers Market on Sunday morning. Make homemade yogurt popsicles. Go strawberry picking. Have a family game night. Have a sleepover with your best friend. Laugh until you cry. Make paper airplanes and fly them outside. Have an ice cream party. Have a pyjama day. Go to a jazz club and order a dirty martini.

## THINGS WE LOVE

1. PERFECTLY BREWED ESPRESSO
2. ROBIN THICKE 'HEY HEY HEY'
3. ICE CREAM IN A CONE
4. FRESHLY GROWN MINT
5. PINKY PROMISES
6. SUNFLOWERS

# COMING FALL 2013

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# DAILY

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1 | NO. 2

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LEGANCE



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