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Inaugural edition: June 12, 2006

20,000 copies

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BY DAVID PRICE
EDITOR, VIVVA MONTREAL

I am excited to introduce this new publication to you. The goal of *Vivva Montreal* is to assemble, in one place, interesting things people can do in this great city: eat out, take their kids on an outing, go to a play or movie, buy a book – or chill out, stay at home and make a great meal to eat in front of the TV.

Price: Free

Distribution: Westmount and NDG via
Canada Post (direct to mail box)

Copies: 20,000

Frequency: Monthly

Why will this newspaper succeed?

Focused content leads to readership.
Our target readers range in age from 23 to

65. They are no longer students and may be parents or childless. We will not be all things to all people. We want to deliver useful content on our chosen topics to people's doorsteps.

Great content leads to readership. We won't have filler content. Our writers are leaders in their respective areas and have often published books in their field of expertise. *As a result, the content will be up to date, fresh and interesting.*

An attractive paper leads to readership. We will pay attention to print quality, to colour and to paper quality. The experience of seeing and touching *Vivva Montreal* will be positive.

Readership leads to effective advertising. *Ads in ignored publications are worthless; ads in publications that people read*

deliver value. We want to have advertisers in our core area, but other ads will also reach potential customers.

Great demographic. *We are initially distributing in Westmount and eastern NDG.* There is a great variety of people living in this area, but generally they have disposable income, they are physically mobile (both on- and off-island) and they want to know what is going on. Our target demographic is moving into their highest earning years.

Great distribution. We will be delivering 20,000 copies via Canada Post. There will be no vagueness to our distribution numbers: *Vivva Montreal* will be on people's doorsteps ready to deliver your message.

I hope you will be on board.

Philly Stakes

Phil Price introduces *Montreal from Bread to Wine* and explains how to assess a restaurant. In future editions, he will be reviewing restaurants.

Phil Price is a filmmaker, founder of Philms Pictures Inc. and food connoisseur. His film credits include Summer and Hatley High. He is currently finishing his first television series, The Festival, and his third feature film, Prom Wars.

Montreal is a food town. Our island is brimming with rest-

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Maternally Yours

Annika Melanson introduces her book *The Montreal Pocket Parent*. In future editions, she will be writing about outings, events and activities to do with children.

Annika Melanson was born and brought up in Montreal. In a past life, Annika spent most of her time travelling and working as a flight attendant. She now enjoys exploring parent- and child-



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On The Trail of The Llama

Ashley Cotter-Cairns writes about hiking with llamas. Ashley will be writing similar features for *Vivva Montreal*. He now lives in Montreal and his future topics will be closer to home.

Ashley is a freelance writer from England currently residing in Hudson. He has written for a number of publications, including *In Camera magazine*, *UK Maxim*, *TheNet*, *International Traveller*, *Business Life and En Route*. In collaboration with his wife, *Carolina Pla*, he has also written and sold a screenplay, *The Witch and The Famous*.

Many experiences are so oversold by hype that they're inevitably disappointing when our turn comes to enjoy them. But when my friends Richard and Caroline booked me a llama trek for a Christmas present, I truly had no idea what to expect. As outdoor activities go, it must be among the most obscure.

My prior knowledge of llamas was limited to the fact that they were a bit like camels (hence the generic term for llamas, camels and other close relatives, 'camelids'), only smaller, and that Monty

Python once did a musical llama sketch in Spanish (fans may recognize the headings throughout this article). Oh, and that no-one had named a brand of cigarettes after them. In fact, when it comes to infamy, their cousins the camels hold all the aces.

With vague visions of star-spangled desert scenes, dusky maidens in harems and scimitar-wielding eastern princes (those camel clichés are hard to shift once they're embedded), I jumped into the car and headed for the South Downs, just outside Worthing in East Sussex on the south coast of England.

Having misjudged my journey time, I was the last to arrive, and everyone else had begun bonding with their llamas by the time I'd changed into my walking boots.

The Llama is a Quadruped

I hadn't expected the South Downs to have spontaneously turned into desertland, and I wasn't disappointed: lush green hills rolled gently into the distance. It was a perfectly normal semi-rural scene, apart from the line of camelids snuggled up to and gently munching on the hedge.

Their natural home is Peru, where they are herded across the mountains and hills, so the South Downs must feel like a holiday home. Standing about head height, the size of an average pony, say, llamas are sort of halfway between a camel and an ostrich, without the feathers of course. They are extremely hairy creatures. Imagine the big beards of rock band ZZ Top with four legs ending in softly squidgy cloven hooves and you're on the right track.

My llama was called Timmy, quite possibly the first Peruvian Timmy in history. Despite sharing a name with such ill-fated Englishmen as Henman and Flowers, both English sporting stars destined to be also-rans on the world stage, Timmy was the leader of the ten llamas taking part in our trek.

As Timmy's companion for the day, this created a responsibility for me: the other llamas would not overtake their hairy mentor, and would follow his every footstep with an unstinting dedication that Conservative political party leaders would kill for. The weight

of llama eyes upon my back was quite unsettling.

They Live in Big Rivers like the Amazon

Llamas are everything that camels are not. Too small to carry humans, but happy to shoulder our lunches and the first aid kit, the serene and strangely silent animals plodded off into the muddy woodland, leading and being led by humans seemingly at random. Occasionally they'd hum in a kazoo-like fashion to one another while waiting to walk on, but trekking alongside a llama was a far cry from movie scenes of screeching, spitting camels being whipped and bullied into submission by their handlers.

You just don't see llamas starring in blockbuster films, and it's probably because they're not dramatic enough. Shame.

After about half an hour, something disturbed Timmy and he stopped. Dead. This at least llamas and camels share: they can be stubborn as hell when they don't want to move. At once, a llama grid-

lock developed behind us, as the best efforts of our camelid-loving hostess, Jennifer Spooner, and my hopeless cajolery failed to goad Timmy into action.

Finally, either whatever upset him disappeared, or he decided we'd suffered enough, and Timmy continued leading us to our picnic place.

This is about as stressful as llama trekking gets.

Llamas are Bigger than Frogs

During our meal break, I chatted to some of the other trekkers. My friend Richard's sense of humour (he was the guy who got me involved in bungee flying some time ago) is slightly warped: 'Just imagine the people you're going to meet, people who actually want to walk llamas!'

Well, any idea of tree-hugging bean curd-eaters was quickly dismissed. The couple walking the llama behind mine were in publishing. They'd been trekking before, and had actually requested the same llama as the first time, a white animal named Kathmandu. This turned out to be a mistake, as the poor beast had put on lots of weight since their last visit and had to be half-dragged up the steep bits.

The mood of the day was somewhat spoiled, when on our return to the car park, several trekkers discovered that their cars had been broken into and valuables plundered. As the humans fussed and fretted, tallying their losses and informing the police, the llamas stood impassive, staring at the sunset and humming quietly to one another.

It's plain to me that, no matter what its other strengths or weaknesses, a llama would never break into your car.



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Editor:
David Price (514) 935-4537
Advertising sales:
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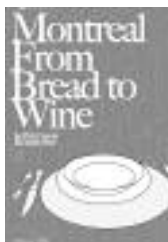


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The indispensable guide for Montreal parents by Annika Melanson

A restaurant guide for everyone by Phil, Carola and David Price



It's not easy being a parent. There's always something new to learn with every age and stage. Bringing Baby Home is the ultimate baby care video. It won a prestigious Parents' Choice Approved Seal in 2005. The perfect baby shower gift helps expectant parents navigate more than 100 topics on baby care. Reality DVD for parents-to-be!

The Caesar Salad

Anthea Dawson explains the origins of the Caesar salad. She will be writing about recipes, cooking and ingredients.

Anthea grew up in Montreal and studied film at the University of Toronto. After toiling in the film world, she found her calling while studying in Florence. She subsequently completed the professional chef's degree at the Cambridge School of Culinary Arts in Cambridge, Mass. and went to work at the *Sel de la Terre*, a provincial French bistro in Boston. She is currently the executive chef at *Simply Wonderful*, a catering firm that specializes in everything from small dinner parties to weddings and cooking classes.

In studying the history and origins of recipes, most people would be very surprised to learn where and how some of their all-time classic favourites came into being. Misconceptions and assumptions surround so many dishes. A prime example of these misconceptions can be drawn from the all-time classic American recipe, the Caesar salad, often assumed by many to have originated in Italy and named after Julius Caesar. In truth, the world famous salad that graces the menus of countless restaurants across the country and the world over, originated in Tijuana, Mexico. Stories of the recipe's origin vary in small details, but the historians have traced the salad's roots back to July 4th weekend, 1924, to a small restaurant in Tijuana named Caesar's Place, that often attracted the rich Hollywood crowd eager to head south for the holiday and escape the strict Prohibition laws of California. Owners and brothers Caesar and Alex Cardini (an Italian air force veteran) were horrified to discover that, after a long weekend of wining and dining their guests, their cupboards were empty – yet the guests were still there. With little left but lettuce, eggs, dry bread, Parmesan cheese, garlic, olive oil, lemon juice and



pepper, Alex used his imagination and put together what would later become the most famous salad in the world. 'Take everything to the table,' he said, 'and make a ceremony of fixing the salad. Let guests think they're having the specialty of the house.' He believed that if he gave the people a good enough show, they would never realize it was only salad – and he was right. Diners flocked to Tijuana, craving the new and astonishing dish. And so was born the infamous Caesar salad, originally called the Aviator Salad, but later renamed by Alex in honour of his brother.

Tracing the recipe throughout the decades since its birth in 1924 reveals that little has changed from the original concoction that Alex Cardini threw together that day. With the exception of the addition of anchovies and Worcestershire sauce (it is disputed whether they were in the original recipe or not), the Caesar salad has remained essentially intact until the mid 90's. By examining the preceding recipes, it is interesting to compare and contrast their similarities and differences. One of the most apparent common traits between all major examples is

that each stresses the showmanship of the salad, either by suggesting in the instructions to prepare the salad right in front of the guests, as Cardini himself did, or by blending the dressing directly into the salad bowl to make sure every inch of the romaine lettuce is smothered in it. The earlier recipes for the dressing all follow similar ingredients and proportions, with the exception of the addition of the Dijon mustard. Strangely, the mustard appears in Cardini's original recipe and then disappears until the late 80's-mid 90's; this can probably be explained by the desire for more prominent flavors amongst the increasing gourmet-savvy public, as well as by the fact that the mustard adds another emulsifying agent to the dressing, making it easier to store for later uses. Another obvious change that occurred throughout the 90's is the focus on health. Not only did serving size and calorie counting become commonplace amongst all cookbooks of this era, but also the suggestion of healthier alternatives to the typically fatty ingredients. The addition of anchovies is also somewhat tenuous in current recipes, with many offering substitutions of anchovy paste, or just salt to accommodate the rising number of vegetarians in the world today. Standard Caesar salad recipes in restaurants today show a great change, with additions such as grilled chicken, shrimp, and tuna, and even blue cheese. It is a true indication of how much we all love an old classic, but crave a little bit of a modern twist.

Cardini's Caesar salad is just one of thousands of recipes that have changed throughout the years, from their birth to their current form. This all-time American favorite is bound to persist on menus for decades, if not centuries, to come, and one can only imagine how it will further evolve.

Maternally Yours... *continued from page one*
friendly Montreal with her two-and-a-half year old daughter, Amel (pictured here at 10 weeks).

Being a parent is a tough job. Luckily for all involved, children are worth every moment of the hard work you put into them. Everyone who has had a baby knows just how much preparation is involved in the entire process. From finding an obstetrician, decorating the nursery, signing up for pre-natal classes, all the while trying to keep your sanity and composure, expecting a child is the most difficult job you'll ever have! And that's just the beginning. Once the baby is born,

it is important to be aware of what resources are available to you and your little one. But how does one go about finding these things? Between all of the excitement of expecting a baby and hormones raging out of control, I hadn't a clue whether I was coming or going. Daycare, schools, activities, therapy... the list of children's needs and wants are endless, and figuring out where to start is daunting at minimum. But where do you start? If this question and these feelings have come to mind, then this book is for you.

This book is a directory. The aim is to provide pregnant women, parents and

child caregivers with one convenient source of information for all of your needs. I have not been able to personally verify the quality of each product or service, therefore inclusion in itself is not an endorsement. It is also important to mention that I am not an expert on parenting or a health professional and that any opinions expressed in this book are just that: opinions. I do hope that this directory is a useful tool to all the Montreal parents out there.

I hope this book offers some guidance to help you along the way as you determine what works best for you and your little one.

Philly Stakes...*continued from page one*

aurants, representing every culinary corner of the globe. We are proud eaters, with abundant appetites and discriminating palates. However, unlike other cities renowned for their food culture, Montrealers aren't snobs when it comes to their eating. Food is to be enjoyed, but is taken only as seriously as it needs to be. In Montreal, a meal isn't a time to fill ourselves with the requisite energy needed to last the day. We eat with a healthy balance of necessity, humour and love. It's our idea of what makes a meal important that allows us to be recognized as a gourmet town. Montrealers expect a level of excellence in their dining that fits the meal laid in front of them, be it a perfectly executed foie de veau at a top French outfit, or two eggs over easy at the local greasy spoon.

At the heart of our food identity is a love of eating, drinking and the experience

that a good meal provides. Montrealers wear their food experiences like culinary medals.

Montreal is rife with good eating. As you walk around our city you can see it on the terrasses of Prince Arthur, the bring-your-own-wine spots on Duluth, the pho joints in Chinatown, the aisles of the Jean Talon Market or the endless cafés that pepper our city. Our citizens take their food seriously enough to know it has to be easy, enjoyable, good value, of a high standard and fun. This book will serve you as a culinary Sherpa helping you to navigate our wonderfully varied gastronomic landscape. Eat well, laugh often and savour every meal.

Rules to eat by

There are rules that can be followed to help ensure pleasurable experiences are had when you go out to grab a bite. Here are a few:

- Never order what you can make at home. The point of eating out is to eat out. In the same vein, if you have ever had a great meal at a specific restaurant

after a life-changing experience – meeting the love of your life, your first date, your first night with them – don't go looking for that meal at another restaurant. The new place will never fail to disappoint.

- Always ask. Waiters are there to guide you through the menu. Ask them what the specialties are, what dish is most ordered, what they like to eat. The waiters will generally tell you the truth. The most ordered dish is generally the best.

- Look around. Use the time between sitting down and ordering to take a look around at what the other diners are having. Some simple 'recon' work can give you an idea of what to order.

- Order wisely. If you are at an Indian restaurant, don't order the burger. Many diners end up ordering poorly because they want something that's not on the menu or that doesn't belong in the type of restaurant they're in. Don't be this person! There is nothing worse than a dish poorly interpreted by a chef who has no experience making it or no joy in doing so.

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