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Ontario Home
Economics Association

Spring 2015



Mission Statement: The Ontario Home Economics Association, a self-regulating body of Professional Home Economists, promotes high professional standards among its members so that they may assist families and individuals to achieve and maintain a desirable quality of life.

Ontario Home Economics Association

A professional body of members
with diverse skills and expertise
in Home Economics

Qualifying members receive the
sought-after registered title of
Professional Home Economist
- P.H.Ec.



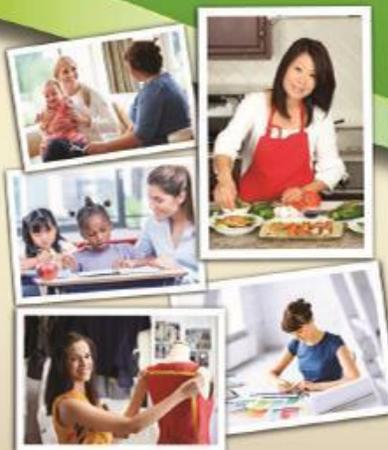
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Ontario Home Economics Association

*'Promoting the Art and
Science of Smart Living'*

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- ✓ **Network** with a diverse group of Professionals.
- ✓ **Advocate** for individuals, families and communities.
- ✓ Access to **career development** opportunities and job postings.
- ✓ **Stay informed** with our members-only quarterly newsletter.
- ✓ Participate in **meaningful** and **exciting OHEA projects**.



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2015 Conference a 'Real' Success!

by Erin MacGregor, RD, P.H.Ec. and photos by Allison Jorgens, P.H.Ec.



This year, OHEA Conference organizers outdid themselves by planning a tremendous array of speakers with the common theme of 'Getting Real'.

The day took place at the Allstream Centre on the grounds of Exhibition Place in Toronto. The room was filled with Professional Home Economists, teachers and students

from Brescia, Guelph and Ryerson eager to take in a wide range of topics. We started off with a delicious breakfast.



Emcee extraordinaire, **Mairlyn Smith, P.H.Ec.**, brought her famous sense of humour to give a heartfelt welcome and introduction for all of the day's speakers. She did so in style by wearing no less than 3 different pairs of shoes and donning her tiara and Mrs. Fruit and Veggies sash as a way to express the importance of always being your authentic self.



The attendees stood as we welcomed **The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario**, as the first speaker of the day.

Her Honour urged Professional Home Economists to seize moments of opportunity and be masters of change. She reinforced that home economists can make a difference in this brave new world, that we are uniquely qualified to influence the course of events.

gesture of sincere gratitude for being an important advocate for our profession. [Click here](#) to read Her Honour's entire speech – *Paths of Possibility*.

OHEA President **Michele McAdoo, P.H.Ec.** (pictured right with **Joan Ttooulias, P.H.Ec.** far right), presented Her Honour with an Honourary OHEA Membership as a





The power of social media was front and centre as the entire room of attendees gathered for a group selfie organized by the next speakers, **Jennifer Dyck, P.H.Ec.** (pictured far right), and **Mairlyn Smith, P.H.Ec.** Soon after, the official conference hashtag LoveHomeEc was trending top five Canada-wide on Twitter.

Both avid social media users, Jennifer and Mairlyn provided tips and tricks for how to get on board (if you weren't already) and to stay relevant if you were. With a focus on 'the big three': Facebook, Twitter and Instagram they urged members not to fear mistakes, but to fear being left behind. The key to social media success? Tell your story and be authentic!



Next, we welcomed **Dr. Steve Savage** (pictured left), Plant Pathologist, who asked the question "Does science belong on my plate?"

He addressed many popular and controversial topics that exist in farming and food today. He emphasized that 'organic' and 'natural' do not mean non-toxic. He also stated that what we have always eaten are products of innovation and emphasized that the science of GMOs has made a tremendous impact on food and farming, including the drastic decline of highly toxic pesticide use. It can also be credited for saving the Hawaiian papaya industry!

message effectively with the public. Sounds like a job for Professional Home Economists!

Jessie Lauzon (pictured right) of [Springridge Farm](#) was up next to explain how we can get real about putting local food on our plates. Springridge farm is a retail farm, which sells directly to the community, and Jessie admits that while it is a business, it is one motivated by



goodness. His was an honest and entertaining personal story about farming and the retail farm business he has put his heart and soul into. He challenges the notion that food should be fast and easy and encouraged us to eat locally while thinking globally.

Visit [Ontario Farm Fresh](#) to find a retail farm near you and don't forget to celebrate Local Food Week the first week of June!

Dr June Matthews, P.H.Ec., no stranger to the room of PHECs and students alike, introduced Brescia's innovative [FRESH program](#) (Food Resources and Education for Student Health). As a comprehensive peer nutrition education program created by and for university students, it exists to engage community partners through a variety of strategies that address all aspects of the food system to improve the food and nutrition environment of the university community.



The program aims to teach students that making healthier choices is a lifelong skill set. It also supports experiential learning and future health professionals' capacity to engage in health promotion.

Dr Matthews, clearly proud of her students, introduced many key members of the FRESH team, all wearing FRESH team t-shirts, at the conference that day.



The final speaker of the morning, **Dr. Sarah Burch** (pictured left) of the University of Waterloo, taught us how we can get real about climate change. Her message highlighted that the science of climate change is irrefutable and we need to do a better job of translating this science for everyone.

Her examples of how greenhouse gases are warming the planet and already impacting life on earth implored a call to action. She contends that responding to climate change will require a shift to deep sustainability at the community level and that the technologies and solutions that could impact climate change significantly are available today. One thing we can all do to impact climate change? Vote. Hers was a talk that certainly inspired attendees to participate in Earth Hour that very night.

Prior to breaking for lunch, our compelling morning speakers gathered on the stage for an impromptu Q&A with conference delegates.



The lunch break provided opportunity for attendees to network, visit conference vendors, buy raffle tickets and participate in the silent auction.



Refreshed after a delicious meal, **Richard Haggins** (pictured left), Senior Credit Education Facilitator of Credit Canada, spoke frankly about the need for Canadians to get real about their finances.

He discussed how household debt is a problem for thousands of Canadians. By using real life anecdotes, he demonstrated the importance of understanding interest rates, regularly accessing your credit report, having an emergency fund and always having a plan for debt repayment.

Checking your credit report is easy and free to all Canadians. Visit www.econsumer.equifax.ca for yours.

The next speaker was Tabatha DeBruyn (pictured right), Executive National Vice President of Arbonne International, who gave us the scoop on getting real about what goes on our skin. She taught us that our skin is our

largest organ and to be aware of common irritants found in many skin care products.

Tabatha shared her inspirational personal transformation story about getting real about her financial situation and taking control of her life by doing something she loved.



Next, **Camilla Leonard** (pictured left), Quantitative Market Researcher with PeopleTalking, explained how market research can teach us a lot about some of the food skills Canadians struggle with. Specifically, Camilla outlined some extraordinary facts about the beef buying behaviour of Canadians, including that the average Canadian considers 21 things when making a choice about buying beef and that only 31% of Canadians are aware there are three categories of steak.

Canada Beef has developed an app to help Canadians have information about all things beef at their fingertips - [The Roundup](#). The Roundup app is available for free for smart phones and tablets and includes a tenderness guide, beef cut descriptions, cooking tips and beef recipes.

Finally, as a neat and tidy wrap up, **Clare Kumar** (pictured right), Professional Organizer of [Streamlife](#), taught us how to get real about organizing our spaces. She revealed that being disorganized can cost money and if we are not aware of what we own, we will overbuy. She also cautioned us to think about want vs. need as overconsumption leads to disorganization. Buying in bulk doesn't make sense if there's no space for it!



Clare, discussed her PLAN to get organized – Prioritize, Arrange, Liberate and Nurture, and finally, she encouraged us to set aside time to get organized and know that we will need to be on our 'A-game' to be successful.





The day came to a close with the announcement of raffle and silent auction prize winners. There was a draw from the non-member conference registrants for an OHEA membership. Clare Hoevenaars won that membership. All attendees left with a bag full of goodies donated by our many generous sponsors and a wealth of new ideas about how we can 'get real' in our own lives.





Thank you to our Conference Sponsors

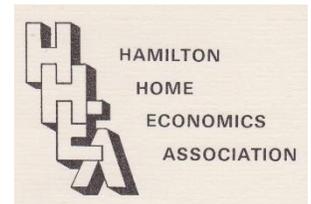
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Carol T. Culhane, P.H.Ec. of Toronto
Olga Kaminsky, P.H.Ec. of Etobicoke
Kathleen McKay, P.H.Ec., of Unionville
Mairlyn Smith, P.H.Ec. of Toronto



Auction Items



Quinte HEA



National Arts Centre

Raffle Items



Margaret Dickenson, P.H.Ec.

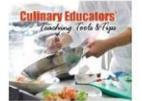


O'Shea Farms

McCORMICK



Delegate Bags



Emily Richards, P.H.Ec.

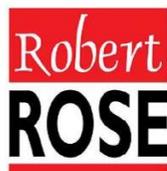


Thanks to the Exhibitors

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- Canola Growers
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- Matwey Purses
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- Jan Main, P.H.Ec.
- Michael Pollan
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ATTENTION ALL FOOD COMMUNICATORS AND EDUCATORS:

For anyone interested in teaching food skills or doing recipe development or food writing, Canada Beef has a new teaching and reference tool for you!

The Roundup app is the definitive guide to buying, cooking and enjoying beef – for all things beef at your fingertips – whether you're at the meat counter, in the classroom, or on the couch! Click here to watch the demo video: <http://makeitbeef.ca/promotions/>

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- Info on handling and storing beef safely
- Tenderness rule of thumb

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For all things beef...

TEST DRIVE THE APP!

CANADIAN BEEF