



# BESPOKEPLUS



"If your work speaks for itself don't interrupt"

## Remembrance Day



Over a century ago, we started honouring the lives of those who sacrificed in war. It was known as Armistice Day from 1918-1931 and 13 years later became known as Remembrance Day to us for the last 93 years. *At the 11th hour, of the 11th*

*day, of the 11th month -- the month, day and time in 1918 when the First World War ceased hostilities -- pause to observe two minutes of silence to honour the Fallen, and recognize the sacrifices of all who served.*

Your Royal Canadian Legion is committed to making a difference in the lives of Veterans and their families, providing essential services in our communities, and remembering the men and women who sacrificed for our country.

The act of Remembrance is one of the most important ways to honour and thank Veterans for their sacrifices and you can support them with a poppy at [www.legion.ca](http://www.legion.ca).

## Christian - Bowhead



Christian Bagg, a driving force behind the development of Marvel Wheelchairs, ICON Wheelchairs, and a number of other products that enhance the lives of people with a disability has more new initiatives. In 2018 he introduced a product line

through Bowhead Corporation. Currently producing the Bowhead Reach, RX, and the Rogue, Bowhead has a new wheelchair in the works and are already offering many parts and pieces that will complete that new product and compliment others. Keep an eye on Christian's site at [www.Bowheadcorp.com](http://www.Bowheadcorp.com) because this machinist, engineer, McGyver, and person with lived experience can build anything!

## Great Valentine Gala



The 41st ANNUAL GREAT VALENTINE GALA at the FAIRMONT ROYAL YORK HOTEL will be on SATURDAY, FEBRUARY 8, 2025 starring Robert Pilon.

We join the Presenting Sponsor Scotiabank, Her Excellency the Right Honourable Mary Simon, C.C., C.M.M., C.O.M., O.Q., C.D., the Governor General and Commander-in-Chief of Canada and Honourary Patrons, The Honourable Edith Dumont, OC, OOnt, Lieutenant Governor of Ontario, The Honourable Henry N. R. Jackman, Honourary Co-Chairs, Laura Dottori-Attanasio, President and CEO, Element Fleet Management Corp., and Gala Co-Chairs George Przbylowski, Tony Wight, and the Founding Chair, The Honourable Vim Kochhar at this event annually. The sponsoring organization is The Canadian Foundation for Physically Disabled Persons [www.CFPDP.com](http://www.CFPDP.com).

## Business Trends

Life in the world of small business is ever changing. The trials and tribulations of one company may be totally different than the next, but the gurus that get paid to forecast the future and continually challenge us with their thoughts and concerns are looking at the following issues these days.

Labour shortage is often considered the culprit whether it is due to our aging demographics, an eroded work ethic, the feeling that a 9-5 job is oh so yesterday, or anyone of a number of other reasons why people do not want to be at an office every working day. In the GTA, traffic and wages are the biggest concerns despite an unemployment rate usually bordering on 6%.



As the diagram indicates, technology impacts every aspect of business. There are data security issues, digital transformations, use the cloud or not, compliance, always integrating or upgrading,

automation, constantly updating the web site, AI, dealing with remote workers, data management, finite talent access, infrastructure changes, social media, and ongoing project management. All these things to do that distract from your main reason for being, yet small business entrepreneurs represent 97.8% of businesses in Canada!

The rising costs of products whether you are distributing or manufacturing is a third item of interest along with keeping an eye on changing consumer demands. These latter two items keep us scratching our heads making us question who we want to be when we grow up while keeping an eye on life in general as the prosecutors south of the border lose to the prosecuted!

Starting in January 2025 we will officially be a B2B and B2C corporation joining the likes of Drive Medical with 1/100<sup>th</sup> of the sales but will continue to put 15-25% back into promoting sport and active living for people with a disability where the whole population is involved.

We have Michael Loveless back on board redeveloping the [www.49Bespoke.com](http://www.49Bespoke.com) site. His company is [www.processflow.ca](http://www.processflow.ca) and we will see some integration of our in house and online technology.

We also have the pleasure of introducing a #12 email address (Ronnie Minor number) Shreya Dixit who is working with us in marketing and communications. Shreya comes to us via Noida and York University where she majored in this field and has carved out a path in social media.

## Abilities in TO in 202?

As relayed previously, Abilities Expo was acquired by the Racoon Media Group earlier this year. We had met with them while they were checking out venues to re-enter the Canadian marketplace. It does not appear that this will happen in 2025 and when we get word back from the new owners on 2026 we will let you know.

## Martine Talbot

On October 30, Parasports Québec let the community know of the death of Ms. Martine Talbot, an important figure in the history of wheelchair basketball in Quebec. She was a driving force behind the evolution of the game and a great ambassador.

Together with her husband André Ducharme they established the Gladiateurs de Laval team in 1978. They brought three new players into the world Myrienne, Jean Nicholas, and Marc Antoine who had a significant impact on the sport. Martine, a high lesion para, gave birth in an era when it was relatively new for para's to have children; a trailblazer in that regard as well.



Martine and André were inducted into the Canadian Wheelchair Basketball Hall of Fame for their contribution to sport over 30 plus years at all levels.

We join Parasports Québec and the entire wheelchair basketball community extending our condolences to Martine's family and friends. A public tribute will be paid to Martine on Thursday, November 14, starting at 4:30 p.m.

## Bits and Bytes

- 49 Tatyana #24 goes back to school Nov 11, 2024;
- 49 Motion Cares Hamilton, ON Nov 6, 2024;
- 49 Remembrance Day all over Nov 11, 2024;
- 49 Abilities Expo Dec 6-8, 2024 Dallas, TX;
- 49 REE Richmond BC March 04, 2025;
- 49 Abilities Expo March 7-9, 2025 Las Angeles, CA;
- 49 Abilities Expo May 2-4, 2025 New York, NY;
- 49 Abilities Expo June 20-22, 2025 Chicago, IL;
- 49 Abilities Expo August 1-3, 2025 Houston, TX;
- 49 Abilities Expo September 5-7, 2025 Phoenix, AZ;
- 49 CSMC September 9-10, 2025 Toronto, ON;
- 49 Rehacare Dusseldorf, DE September 17-20, 2025;
- 49 Abilities Expo December 6-8, 2024 Dallas, TX.

*BESPOKE PLUS* is the newsletter of 49 Bespoke Inc., which markets products from around the world designed to better meet the needs of people with a disability.

We have grown up in sport, have a social service background, and have adopted an advocacy role in our business practice. **Comments are welcome.**