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Marathon puts its best foot forward

By Karen Bridson-Boyczuk

The Mississauga Canon Marathon continues its bid to be the premier race in the GTA May 11 with its 5th year of racing through some of the city's most scenic neighbourhoods.

Race Director Joe Hewitt said the race is quickly becoming the most popular Toronto-area marathon among runners because of its beautiful route and community support.

"Runners say it's the course they enjoy most," Hewitt said of the 42.2K route through central Mississauga, ending in Lakefront Promenade Park. "In the GTA you have the Toronto Marathon, the Scotiabank Marathon and our course. You can also go to Niagara Falls or to London or Ottawa, but Mississauga ranks at the top because essentially it is a residential course. And you get protection from the elements through most of the race."

Hewitt said the co-operation from the City of Mississauga in orchestrating the race and choosing the course route has been

Missy run becoming a premier event on calendar

instrumental in the race's success. "Because of the co-operation with the City we're not having to compete with traffic. It's a very runner-friendly course."

Hewitt and his team know the key to drawing runners to their race and away from competing races in the area is to make the event as appealing to runners as possible. "Our major thrust is always to consider how the runner looks at the course," he said. "When a runner trains for weeks or months for a race, we don't want to screw it up for them."

The race weekend is also well-positioned in terms of weather, he said. "We are almost guaranteed that it won't be too cold, whereas Ottawa has had some real stinkers in terms of weather. And any runner would take being too cold over being too hot. You can dress for cold but you can't dress for heat."

After the first year, race organizers listened to feedback from runners and made

subtle changes to the course to improve the experience for runners. And they plan to make further changes, taking away one westward stretch along an industrial patch on the lakeshore, for 2009. "We're looking at adding the distance in by going eastward on Lakeshore and then looping back to the finish line," he said. "We're doing our homework with the City and we hope to have that change made for 2009."

Meanwhile, racers along the way will be entertained by five bands and many community groups set up along the route to cheer runners on. A total of 20 aid stations along the way will keep runners safe and healthy.

A total of between 1,200 and 1,400 volunteers will be helping to pull the entire race weekend together Hewitt said.

The full-length marathon isn't the only running event being held on the May 10-11 weekend by any means. The Reebok Half-Marathon starts at 7:30 Sunday morning

right along with the full marathon and participants in the Grand and Toy Corporate and Team Relay will be mixed right into the pack. The Desjardins General Insurance 10K race, meanwhile, will be held on Saturday at 6:30 p.m., starting at Lakeshore Road and Johnson's Lane, ending at the Lakefront Promenade Park. The "Hazel" 5K will be run right alongside the 10K on Saturday as will the Desjardins General Insurance 10K Student Relay.

The Mississauga News 2K Family Fun Run/Walk meanwhile, will be held on Sunday at 12:30 p.m., starting at Hiawatha Park and ending at the Lakefront Promenade Park. Finally, there will be the 5K Running Room Friendship Run at 9 a.m. Saturday starting at the Port Credit Running Room store. Runners can pick up their race bibs, participant t-shirts and lots of free stuff at the Mississauga Marathon Runners Expo on Friday, May 9th and Saturday, May 10th, at the Mississauga Valley Community Centre, 1275 Mississauga Valley Blvd.

Radio's Joseph named industry 'trailblazer'

By Mike Beggs

Mississauga's Ky Joseph was among the artists and radio types to be honoured at the recent Canadian Music Week, in Toronto.

On March 7th, she was presented with the Rosalie Award, which honours trailblazing women in Canadian broadcasting, at the sixth annual Women In Broadcasting Breakfast at the Fairmont Royal York Hotel.

This marks only the latest feather in her cap for Joseph, who, in just 13 years has gone from unpaid intern to executive vice president of sales and shareholder with the Toronto-based Evanov Group, one of Canada's leading independent radio broadcasters.

"It was an honour, and I'm so appreciative to be acknowledged with the past winners," she says. "A trailblazer award is amazing. I never thought of myself (as that)."

Liz Janik, co-producer of the Breakfast says, "Joseph is a true inspiration to all women on the business side of broadcasting."

"She's extremely talented, strategic, and focused."

The Montreal native studied journalism at Concordia University. She moved to Toronto in the mid-1990s to write for the TV show "RV Vacations", while remaining an airline flight attendant/director, three days a week. By chance, she bought a house across the road from Evanov Group CEO Bill Evanov, and soon became a junior sales rep with CIDC (Z103), his fledgling entry into Toronto's Contemporary Hits Radio market.

For this high-energy business, she turned out to be a natural. "I was a coffee fetcher [starting out], but I was very keen to learn," she recalls. "There's no 'secret'. It's hard work. It's loving what you do."

She became CIDC's top sales producer, setting a precedent by selling more than \$1 million in 1998 -- between Z103, The Jewel

"There's no secret. It's hard work. It's loving what you do."



88.5 (Easy Listening), and CIAO AM 530 (multilingual radio). By 2000, she was general sales manager; and a year later she became one of the youngest female executive vice presidents in Canadian broadcasting history.

Over the past 13 years, she has seen a generation of young listeners grow up with Z103, which has successfully taken on the major players within Toronto's Contemporary Hits Radio market -- by, "programming from the street up."

"We're very different from the corporate broadcasters, because we're independently owned. We listen to our audience, as opposed to listening to consultants. And we

program to that," she says.

"While the big money is going down the middle after the 25 to 55 demographic, we've been very successful going to the niches -- like young people in their early 20s -- because you can't be all things to all people."

The Evanov Group now owns six stations. And this year, it's applying for another 11 licenses.

"We're kind of like the little engine that could," she continues. "It's amazing. We're growing in leaps and bounds."

In 2003, Joseph approached Evanov with the idea of including her as a co-applicant in any future radio license applications.

"I said you should put me in as a shareholder, because I'm a woman, and (the CRTC) always looks for diversity," she relates. "We won our first application, and we kept going."

In what is still a "male-dominated industry", she's now a shareholder in CKHZ-FM in Halifax (CHR), CJWL-FM (The Jewel) in Ottawa, and CKHK FM (The Jewel) in Hawkesbury, Ont. (along with fellow female vice president Carmela Laurignano).

"Since I've been a shareholder, I've seen two other female broadcasters included in applications as owners," she enthuses. "I'd venture to say, you will see women applying for licenses in front of the CRTC. And I may be one of them."

Joseph has done this while juggling the care of her three-year-old daughter Reine. As an executive vice-president overseeing hundreds of staffers, her job description includes racking up the air miles.

"My daughter was on 27 flights before she was 2. I refused to travel without her," she says. "That's the toughest thing about being a woman in business, is being able to balance your family and career."

Joseph is also a member of Canadian Women In Communications, sits as a board member on the Humber College Advisory Council for Media Studies, has been named "Community Liason" for Etobicoke General Hospital's Perinatal Bereavement Program, and is the founder of Everlasting Angels (a not-for-profit group dedicated to creating tools and literature to help women work through the grief of losing a baby).

Since winning the award, she has seen a spike in calls for public speaking. And she's working on her second book -- on personal branding in business.

"It's a self-help book to achieve business success," she adds, "because in business, at the end of the day you are the product."