



VILLAGE LIFE



MEET THE JOURNEY CLUB TEAM // STATE OF THE STEAKHOUSE
THE PIE'S THE LIMIT // THE CHOPPED LEAF // SPRUCE UP YOUR HOLIDAYS //
A DAY IN THE LIFE AT WESTMAN VILLAGE // MOEN // ALVIN'S JAZZ CLUB



—
//3
*Meet the
Journey
Club Team*
—



**A DAY IN
THE LIFE
AT WV**

—
//8
*Chairman's and
the Culinary Core
of Westman Village*
—



THE PIE'S THE LIMIT

Pie Junkie Warms the
Heart of Westman Village

—
//12
*The Chopped
Leaf*
—



MOEN

It's All About
the Details

—
//13
*Westman
Village
Reads*
—



**ALVIN'S
JAZZ CLUB**

—
//15
*Spruce Up
Your Holidays*
—



Jay Westman
Chairman and CEO

DEAR NEIGHBOUR,

I can't believe it has been over one year since we officially "opened" Westman Village with our epic Street Party, last September (with all the snow and sleet). And what a year it has been. The Journey Club has been open for one year and we are nearly 100% full. Our residents are loving their new life at the Village and the New Chef we have brought onboard – Chef Chris Chabot. In other news, we have reimagined HQ Restaurant, transforming it into a New York Style Jazz Club, with amazing cocktails, martinis, food and of course the best live jazz entertainment! Alvin's Jazz Club officially opened December 2019. This new restaurant is going to elevate our retail offering! We know you'll be impressed. We also have new retailer partners now open on main street – Pie Junkie, filling our bellies this holiday season and Moderna Cannabis now open! There is even talk of a spa.

With the festive season upon us, we have lit up our streets with stunning lights, beautiful displays and of course our HUGE Christmas Tree in the heart of the Village. We celebrated the tree lighting with residents,

family and friends alike. The fountain area outside of Chairman's and our Calligraphy homes has been fully decorated for the festive season. This summer we added a piano sculpture, as well as additional seating around the stunning firepit. Just because the weather is colder, doesn't mean this place shouldn't be welcoming. We believe in keeping it dressed up for each season for our residents and guests to enjoy.

Lastly, our two final buildings have been released – Lyric II our second leasing building and Odyssey II our second 55+ Active Adult Living Building. We expect to finish construction in 2020. Final possessions will start in November 2020. We already have our next big plans in the works, but you will need to stay tuned to find out more.

Westman Village is coming together as we had envisioned. Enjoy the Village Centre, enjoy our retailers, enjoy your new friends – where everyone knows your name.



Live your best life

Explore Westman Village



// Alvin's Jazz Club



// Alvin's Jazz Club



// Village Centre



FRIENDS & PROVIDERS: *Meet The Journey Club Team*

THE JOURNEY CLUB HAS A FULL COMPLEMENT OF TEAM MEMBERS TO MAKE OUR RESIDENTS COMFORTABLE AND FULFILL ALL THEIR NEEDS. FROM RECREATION TO DINING TO OUR CARE AND CONCIERGE TEAMS. WOULD YOU LIKE TO MEET THEM? HERE IT GOES:



AL BOILEAU // EXECUTIVE DIRECTOR

You may recall Timmins, Ontario for a few things. Some legendary hockey players, like Bill Barilko, subject of The Tragically Hip's Fifty Mission Cap, and Frank Mahovlich. Former premier of Alberta Jim Prentice, for example. Oh, and Al Boileau, Executive Director of Journey Club at Westman Village. You're forgiven if you didn't know that until now, but at least you can get acquainted with the charm and wit of this Political Science and History major from the University of Ottawa. His natural penchant for hospitality, and his remarkably personable attitude, led to work at the Fairmont Chateau Laurier, then an impressive string of jet setting appointments to hot spots like the Royal York in Toronto, Bermuda,

Washington, Barcelona, Portugal, and most recently Jasper. His version of slowing down from the high powered life of an international hotelier is the leadership position in The Journey Club you know and love. Retirement living provides the joy and connection of service and hospitality without the travel and energy expenditure, with a much easier path to raising a family like his precocious little boy Remi, a Golden Doodle named Chester, and his wife Melanie working just down the road in McKenzie Town. Despite his Northern Ontario roots, his hockey passions lie in the right place for the most part. Habs first, Flames a "close second," he says. Well, could be worse, right?



CHRISTOPHER CHABOT // DIRECTOR OF CULINARY SERVICES

Home may be where the heart is, but food is the glue that holds a home together, and Christopher is the perfect person to keep the heart and soul of The Journey Club as warm, filling and hearty as it can be. As with so many, Mom and Grandma are the start of his love affair with food and cooking, and as life went on, he saw the raw power that good, wholesome food can have on people. Whether curing a person's gnawing hangry streak or fueling a person through a sickness, food is medicine, bonding, fun, merriment and laughter – but more delicious. From his roots in small town Ontario, Christopher went full bore on his culinary commitment and went straight to

North America's cultural heart: New York City, and the Culinary Institute of America. That heavyweight education delivered him plum chef gigs at high profile West Coast institutions like Joe Forte's and the Opus Hotel, yet despite the fancy environs and award winning kitchens he stepped foot in, the common thread always seemed to be hearty comfort foods and familiar fare when push came to shove. After helping the Vin Room open their second Calgary location, Christopher is now spreading the love of soul food to Westman Village's Journey Club residents, and they seem thrilled with his wholesome and heart work.



SADIQ TEJANI // FRONT OFFICE DIRECTOR

Who better to lead the dynamic face of such a defining housing project than a global citizen with a hospitality tool belt built from positions and responsibilities far and wide across retail, customer care and hospitality? Sadiq was born and spent formative years in Mumbai, broadened horizons in London and the United Kingdom, and continued a strong and steady

pursuit of progress in top tier service brands like Hilton, TKMAXX, Comfort Inn and Ramada. As Front Office Director, they set the tone and lead the team as happy, understanding faces of the administration team. Call Sadiq the First Ambassador of The Journey Club's formidable group of professionals, on call to create the most holistic Journey Club possible.



PAUL EDDY // ENVIRONMENTAL SERVICES DIRECTOR

Count your lucky stars Paul Eddy sauntered westwards in the mid 90s. Since that time, he's put in over a decade of time building the expertise needed to lead construction and maintenance projects of all shapes and sizes. Over a decade in exterior residential construction and restoration (including after the High River floods) led him to not only provide key contributions to the Century Downs casino and racetrack near CrossIron Mills,

but also to find Jayman BUILT and Westman Village. This Ontarian is true blue small town Manitoba at heart, but now that the Rockies are at his doorstep, snowboarding and skating in winter and hikes and camping in summer are of course part of his personal self care routine. The only thing to be wary of with Paul are his sports choices: Miami Dolphins in the NFL and the Toronto Maple Leafs. Look, he's a great guy, so let's try and look past this, shall we?



FELICIA FORD // LIFESTYLE CONSULTANT

Felicia was beckoned to Alberta by her man Dean, another Canadian expat she met when stars aligned in the United States. That time in her life was, shall we say, a bit more fast paced, as she put in over a decade working in technology sales and customer service on the trading floor at CIBC in New York. Her tech leanings got her in on the 90s internet startup train, in operations, web design and sales policy. Those gears shifted when she arrived in Calgary, and after some time working the stay-at-home mom beat, she hit the sales world again hard,

building momentum for Nespresso as a retail Brand Ambassador. Along the way her natural penchant for customer connections and marketing took her into the direction that would eventually lead her to The Journey Club. Critical positions in an assisted living and memory care community and an independent living facility showed her how to connect with seniors in need of care and transition. Westman Village provides her with all the opportunity she needs to support and enliven the transitional stages of life for seniors and their families at many different stages of life.



AIMEL ABELGAS // RESIDENT SERVICE COORDINATOR

Her name is Aimel, but you can call her Mel. Way over yonder in the Philippines, she built a considerable care portfolio as a Registered Nurse, so she immediately and steadily connected with work and education opportunities once she arrived in Canada in 2012. Our land of inspired opportunity encouraged Mel to strive for more from her

background and she graduated in 2019 with a Bachelors in Management. Much like her adventure into Canada, her position in Westman Village has been one of increasing trust and responsibility. Her commitment to her education led to a leadership role promotion, where she cultivates the steadiness and humanity befitting a top quality care and service provider.

Meet your best life



COURTNEY MACDONALD // INSPIRED LIVING MANAGER

Way on the other side of the world, a.k.a. Newfoundland, Courtney stoked the fires of her passion for community and recreation with a full Bachelor's degree in Therapeutic Recreation. And yet, not content with spending her full time education on the science and art of therapy through activity, she honed her skills as a Lead Counselor in her local community facilitating adaptive group activities for children with physical and cognitive challenges. So what

makes Courtney tick? Her creative life started as a kid, performing tap, jazz and ballet through the majority of her youth. Competition may be behind her, but don't think she's left that mode of expression behind, it's fueled her very DNA as a highly expressive, intuitive person. When not prancing about and singing her latest favourite tune, you will find her cruising farmers' markets and vegetarian restaurants for top notch meals with fresh ingredients from around the world.



SCOTT PATTERSON // WELLNESS NAVIGATOR

Count Scott as a perfect sweet spot of international hospitality experience and demonstrable dedication to high quality care. From roots in Woodstock, Ontario and post secondary education in London, Ontario, he hopscothed high profile tourism postings cutting his teeth with the big players. The Canadian Pavilion at EPCOT Centre in Walt Disney World in Orlando got him in the thick of personable connection and service in a high traffic venue, and prepared perfectly for a significant gear shift to the old world, ancient stone and epic history feel of Edinburgh, Scotland. After landing back in Western Canada

for leadership service work at the Fairmont Palliser, the gears shifted again and that dedication to happiness and care started to extend to a nursing and acute care context. Not content with supporting paying customers of businesses, Scott took things to the next level and cultivated responsible, positive, holistic retirement care – which provided the perfect stepping stone to The Journey Club. Now he, wife Steph, 8 year old Leo, and scrappy little George the Boston Terrier call south Calgary home, and live the good life: travel, great food, high end cartography, and... the Toronto Maple Leafs? Oh no, not another one...



TRACI SARTORI // LIFESTYLE CONSULTANT

This born and raised Calgarian started her professional path at the University of Calgary, a journey that would eventually lead from a globetrotting time into a successful real estate career in single and multi family homes, hence the connection to Jayman and Westman Village. About that globetrotting though – Traci's family roots lie in a town called Bassano del Grappa, a suburb of Padua in northern Italy, at the foot of the Italian Alps. After travelling there to visit family, she fell in love with

Italy (who wouldn't?) and took the leap. She moved to Rome for a year, the ancient heart of Western culture as we know it, and lived the dream. Cappuccino, gelato, breathtaking art, eternally intriguing architecture, and obviously even more food and more art. She took some courses at the European Institute of Design, broadened her horizons, and returned to Canada a travel addict. She and her husband now jet set as often as they can, whether to Canadian hot spots or tropical paradises.



SERBERT QUICHO // CARE SERVICES TEAM LEAD

Serbert's road to Journey Club started in the Philippines as a Registered Nurse in acute care and research starting in 2007. Eight years later, he and his wife took the plunge into the Canadian hinterland and started working through the registration process to do the same acute care work here as he did back home. His

passions in life certainly don't stop at providing respectful, dignified care to those who need it. He keeps fit as an avid runner, cultivates wonderful conversations on long car rides, and enjoys stunning flowers, herbs and vegetables in his garden, and unforgettable experiences travelling to far flung parts of the world.



A DAY
IN THE LIFE
AT



Rightizing your best life

The very soul of Westman Village speaks to going the extra mile. The entire concept of the place is about taking the idea of community in modern North America further. From design to retailers to amenities, everything at Westman Village is catered to foster connection, positivity and community among the residents. If you've spent time looking into the nature of human relationships, you may have come across information about the power of randomness. Not random people or relationships, but random encounters. When people live in places where they can bump into their friends, family, and acquaintances on a somewhat regular basis, it's been demonstrated time and again that stronger bonds and a more dynamic community are the result. It's the power of the daily or weekly street market at play – the common space is where organic socialization is born. Westman Village plays into this phenomenon by doing two things: first, there are common spaces galore throughout the Village Centre, often catered to certain broad interests like reading or fine liquor. Second, there is time and effort put into building bonds through activities. With both ingredients in play, residents of the Village aren't just "other people" in the

workshop or pool or yoga studio – they're Joe or Fatima or Genevieve, the wonderful person you shared a drink with at social hour, or who complimented your fettucine alfredo.

"...there is time and effort put into building bonds through activities."

So how does Westman Village build these bonds and help to create the beautiful, vast, multifaceted mosaic of connections we call a community? Aside from the incredible suite of amenities on offer, it happens with events of all kinds. Smaller, larger, food related, movie nights, essentially what has been happening as Westman Village has grown is that the Concierge team has been picking up on what makes Villagers tick, and helping to organize events and activities they know interest them. The range of things to do, see and enjoy is wide. Are you into getting educated?

Why not check out a lecture series on the Roman Empire? Those keen to take in notes and ideas on wellness, physical, mental, emotional or otherwise, can learn to understand Dementia. Movie nights are a staple too – Dirty Dancing, anyone? The list could go on, and at the Village Centre it truly does go on, but the point is that the citizens of the Village have their interests reflected by the dedicated Concierge staff. The day to day reality of staff who work in and around the heart of Westman Village is that they interact and connect with virtually every resident, and in so doing develop personal relationships that guide them in the curation of activities around the facility. The natural dynamics of the community in action makes the programming process simple. When everyone lives and works around the same common spaces, it's not hard to see which classes and gatherings gain momentum and which can be left by the wayside. As the living, breathing entity known as Westman Village has its residents' interests change, the dedicated Concierge staff are there to stay on their toes and keep the schedule current and reflective of the diverse people living within.



CHAIRMAN'S
STEAKHOUSE

STATE OF THE STEAKHOUSE:

Chairman's & the Culinary Core of Westman Village

It's been long enough for diners, patrons and Westman Villagers to get a feel for Chairman's Steakhouse. Since opening night in June, people have been treated to stunningly curated meals, perfectly paired libations, and passionately dedicated service regularly in the heart of Westman Village. Vintage Group is responsible for many of Calgary's most notable and established food venues, with Vintage Chophouse and Booker's BBQ Grill + Crab Shack among the best known, they can now add Chairman's Steakhouse to the list.

Down the line, we here at Westman Village Life felt like a check in was justified, so we reached out to the team at Chairman's Steakhouse. Alec Osborne has his feet planted firmly on the ground in the thick of the hubbub, so he lent us the best perspective on what's going right at this gorgeous establishment, and maybe a bit of what is yet to come.



WESTMAN VILLAGE LIFE: When Chairman's was being conceptualized, there was a concerted effort to design it with some real wow factor. Aesthetically speaking, do you find customers leave feeling impressed by the feel inside Chairman's?

ALEC OSBORNE: The wow factor at Chairman's spans the entire visit. There are particular aspects of the restaurant that people notice right away – first the décor and the hospitality from staff, then the amazing view from our dining room of Mahogany Lake. Once guests take their seats, service includes a meat board presentation where they get to see and hear about the selections we are offering that evening – a little bit of education about the different cuts of meat. Our washrooms are also a highlight – top of the line facilities leave guests smiling. When they finish their meal, many guests move to the lounge and are treated to another spectacular view of the courtyard and water features. Our Chairman's signature cocktails are also a hit – we often see guests taking photos of our smoked cocktails and posting pictures online, which we enjoy seeing. We also offer live music in our lounge on Friday and Saturday evenings, which brings a flavour of old Hollywood cocktail lounge to Calgary's south side.

WVL: What's worked well on the menu and become real passionate staples for regular patrons? By the same token, what is coming up seasonally that will really excite people over the fall and winter? Are there any warm comfort meals coming in for the colder months?

AO: We have had great success with our Wagyu Tomahawk steak – we did not anticipate the demand for this cut of meat, which has been a welcome surprise.

Our Old Fashioned cocktail is also quite

popular. It is made with 8 premium bourbons and rested in an oak cask on the bar top, which is hard to pass up! Oysters Rockefeller is another popular dish that regular patrons lean towards along with the Pan Seared East Coast Scallops appetizer. Chef Cedric is currently working on some new seasonal features, so guests can look forward to colder weather features in the coming weeks. We've also been working on some changes to our beer offerings and recently added Vintage Lager to the tap selection, which is popular. There are a few new wines on our list, one being a personal favourite of mine: Jeff Cohn Cellars' Dealmaker, a California blended red that is budget-friendly and delicious. Finally,

“The WOW factor at Chairman's never seems to stop... the more time they spend with us the deeper the connection becomes.”

we recently brought on a new pastry chef and begun to feature some new desserts, with more being added each month.

WVL: How has Cedric's leadership worked out so far? What's the chemistry like behind the scenes for the back of house and bartending teams?

AO: Cedric has been working exceptionally hard as well as our sous chef, Chris Taylor. They are leading by example and showing their dedication to the restaurant's success through their team mentality. We have been fortunate

to have an excellent back of house staff who are supporting each other and providing our guests with the culinary experience they expect when they dine with Chairman's. Our bar team has been fantastic in developing new cocktails, making guests feel relaxed and at home in our lounge, and providing pairing suggestions to accompany many of our dishes. Our bar, kitchen, and serving staff all work together to ensure a seamless, memorable experience for our guests.

WVL: As far as the restaurant getting established, are you getting a feel for what the direction of Chairman's will be for the next year or more?

AO: In the last 6 months that Chairman's has been open, we have been making adjustments along the way in response to guest feedback to improve the overall feel and experience. Our goal for the future of Chairman's continues to be a balance of unique, forward-thinking cuisine paired with classic ambiance and comfort. We want our guests to have their family events with us and celebrate milestones with us. It can be a challenge to create a fine dining experience for the whole family, children included, and this is an aspect that makes Chairman's unique. Looking ahead, our focus will continue to be building the trust with our patrons so they know coming to Chairman's will be a memorable experience, whether it is for a romantic anniversary meal, a birthday celebration, or just for a quiet weeknight dinner.

There you have it, dear reader. A rundown from one man who would know. Suffice it to say, the momentum is very real and very palpable. Chairman's Steakhouse is a destination for more than just Villagers. As time goes on and reputation builds, rest assured it will represent this little slice of Westman Village strikingly in the larger culinary scene of Calgary.

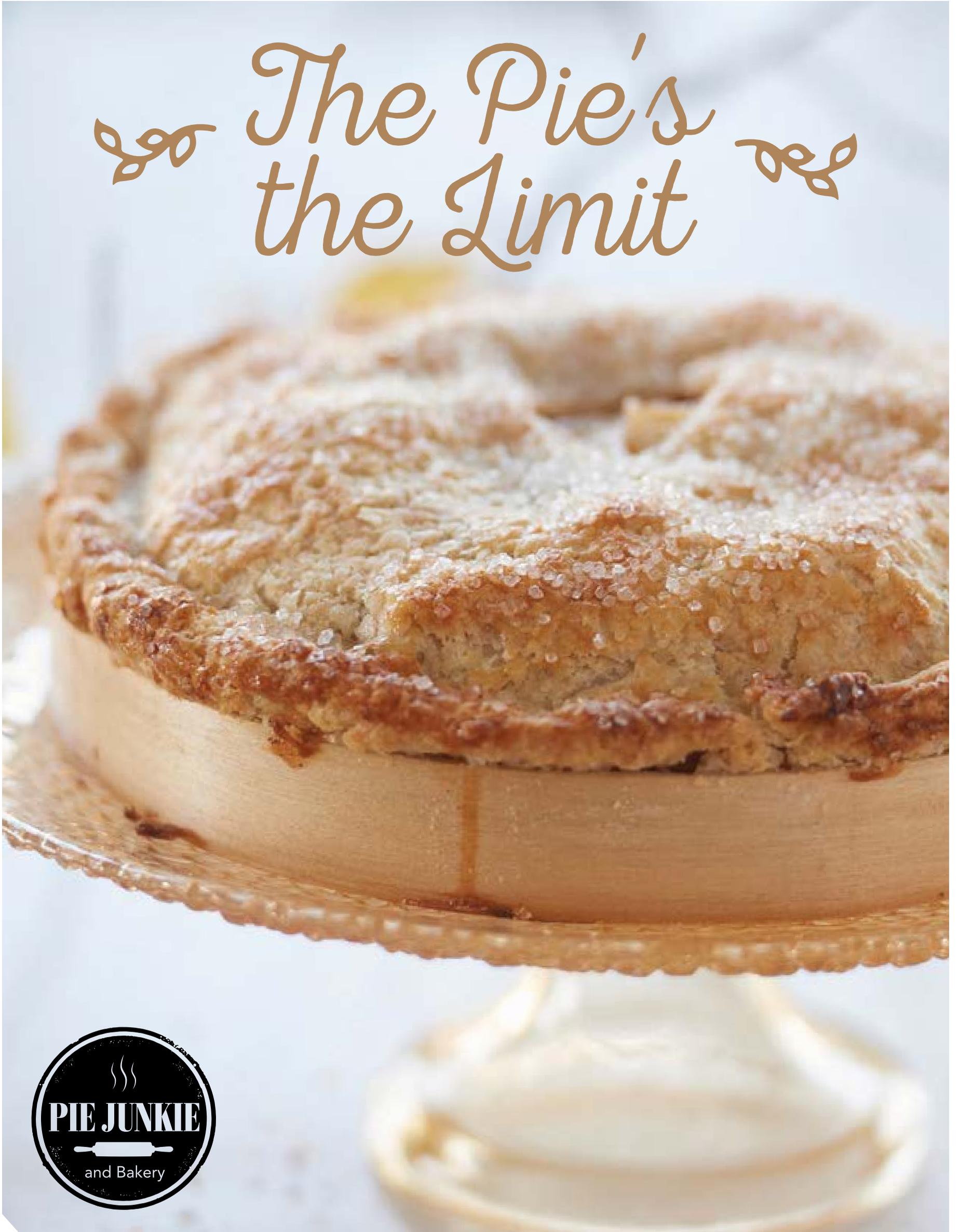
Live your best life

PAN SEARED EAST COAST SCALLOPS





*The Pie's
the Limit*





Pie Junkie Warms the Heart of Westman Village

It's officially comfort food season. Short days can lead to short tempers and serious cabin fever at the best of times. Our Canadian climate lends itself well to rituals, holidays, and time for people to gather and warm themselves from the inside out with home- and hand-made food.

As almost anyone in our culture can attest to, when it comes to fighting off the cold weather from the inside out, pie is essential. Whether sweet or savoury, apple or pecan, there's something about wrapping sauces and nutritious food in a layer of soft, warm dough that can't be fully put into words.

Nancy Goemans and Jo-Anne Caza, the owners of Pie Junkie, know this better than most. In fact, they know it so well, they've gone all in on providing delicious, wholesome pie to any and all who so desire. Just four years and change in, it seems like they're doing it right: three locations fully up and running, including the new Westman Village store which opened its doors a month ago; lauded by Calgary food publications; and available at small businesses in Calgary and in the Rockies.

Fittingly, the story of this business catered so heavily to warm, homey, family sensations starts at home. "I come from a marketing and advertising world as a creative director and food stylist," Nancy explained. "I had marketed many restaurants including River Cafe, Teatro, Buffalo Mountain Lodge and others over 28 years. I have two daughters who are special needs, and my oldest Teyha who was quite sad after the passing of my mother asked me, 'Who's going to make pie with me?' My mom used to come from Ontario to make pie with my daughter. She said 'no Mom, I want to make pie for a living when I grow up.' I was in a place where the world was changing in terms of traditional marketing, and I looked at it as an opportunity. As I researched it, I thought 'I love pie. I should do this,' and it felt right."

The gamble has paid off so far. A year into the business, Nancy begged her long-time friend, Jo-Anne Caza, who was recently retired from the oil and gas business, to join her. One store became two, and when two was set to become three, the partners were in need of the right ingredients (ahem) before making the move. "I'm all about the food, the look, the brand, the marketing, but I could never have grown the business on my own. Jo-Anne brings years in the executive seat and has a focus on the numbers and financial side of the business. We joke that now I'm in charge of pretty, and she's in charge

of numbers, so anything that has a number attached I leave it to her. Since Jo-Anne came on, she's all about growing the business and I think the two of us make a really smart whole brain."

"The idea of opening a third store was a little overwhelming. We knew it was all about the location and when we ended up at Westman Village, we both nodded our heads and said this is it. We absolutely love the whole concept of Westman Village. The look, the feel - the whole vibe is great."

They opened as a pop up shop September 20 next to the permanent storefront in Westman Village. "We wanted to be part of Westman Village while it was still walking weather, so the wonderful people at Jayman let us open while some permitting issues were being sorted out, right next to where we are building our third location. The new store feel is much like the other stores. Baked til' golden is our concept, just like my cabin outside Golden. The big thing with this location is windows windows windows, and we'll be embracing a patio feel come summer time."

"Baked til' golden is our concept, just like our family's cabin outside Golden."

It all sounds delightful and warm and cozy, just in time for winter. That all said, it begs the question: what makes Pie Junkie so special? Why has the idea of old fashioned food caught on enough to justify three store fronts dedicated only to pie?

"The idea was and continues to be that we wanted to open up a pie shop to make pie the way my mother or our grandmothers make pie. So make it by hand, make it with butter, make it with real ingredients. We grind our own beef, we grind our own pork, everything is small batch made in house. Our cherries come from Saskatchewan small farmers. Even our pastry, we use unique, wooden pie presses from the Hutterite community. We have people making pie, not machines. We do it all by hand, even the new roast turkey pie - we roast the turkey and make the cranberry sauce, stuffing and gravy from scratch."

"We're proud to say we've been open four years and everyone of those years we won

Avenue Magazine top 20 must eats in Calgary. Westjet took us on their launch of the Dreamliner flights to Europe, adding our Aussie beef and sour cherry pies to their first class menu. We're also available now at Blush Lane, Valbella Meats and Canmore Brewery. But nothing has changed despite all the growth - it's still small batch by hand."

It's tough to argue with not only the concept, but the results as well. Pie is a painstaking food to produce, especially on any kind of scale, and to do it with a polished, professional presentation and high volume sales is impressive. Obviously, something about the combination of classic food, fresh brand, and precise execution is speaking to Calgarians. Is there any end to it?

"We like to say the pie's the limit. We definitely do things traditionally but in the same breath we try and step it up a notch in terms of finished appearance. We bake our pies in wooden pie rings from France that are made of poplar, aspen and beech and branded just for us. They're fully biodegradable, recyclable, compostable which fits in perfectly with our sustainable view to the business."

With that in mind, Pie Junkie must have whipped up some specialties for the holiday season. What do they have in store?

"Jo-Anne is French Canadian, and also very much a foodie. We brought out her family recipe for tortiere just after Remembrance Day. The recipe is absolutely delicious. I'd never had tortiere until I was an adult, and her family recipe is now a New Year's tradition in my home. We also launched our Turkey Dinner pie at Thanksgiving and that will be available for Christmas too. And for the first time this year, we will be doing Beef Wellington."

"From the sweet side, we're one of the very few in Calgary who does a traditional sweet mince tart, and that's my great great grandmother's recipe. It's a simple recipe for Christmas, made as traditionally as can be with all the raisins and currants and brandy, brandy, brandy. We're also doing a cranberry bakewell, which is a very traditional British pie, sort of an almond bake with cranberries, it's very festive. And our Christmas Orange Cream is a must-try too for the holidays."

All things considered, let's count ourselves lucky to have Calgary's premiere pie shop now open in the heart of the Village. Your waistline may not thank you, but your heart and home surely will. Stop by Westman Village to get your fix.



The Chopped Leaf

// Real Whole Food for a Real Dynamic Neighbourhood

Great communities need great motivation to stay as vibrant and bountiful as possible, and part of keeping people moving and shaking is the quality food they eat. Colourful and interesting communities need fresh, dynamic and nutrient-dense food to reflect their rich lifestyles, and one way Westman Village is making that happen is to partner with Chopped Leaf, fine purveyors of creatively curated salads, bowls, wraps and sandwiches.

Westman Village Life connected with Georgia Anderson, Franchise Partner at the new Westman Village location, to hear about the lines that connect Westman Village with this purveyor of fine fresh meals.

WESTMAN VILLAGE LIFE: Hello Georgia, we're really excited to hear about how you think Chopped Leaf will fit into the larger Westman Village community. What are some of the common threads you see between Chopped Leaf and Westman Village?

GEORGIA ANDERSON: The Chopped Leaf and Westman Village complement each other as we both strive to deliver customer service beyond the usual. We're also a locally owned and

operated company that strives to connect and truly cater to each individual that steps into our store. Our goal is to promote our brand towards Westman Village residents and the surrounding communities while keeping the people here happy, fed, and full of real wholesome food.

WVL: Can you speak to how you ended up choosing Westman Village as the location for this newest Chopped Leaf location? What stood out about the Village?

GA: We were offered other locations and Westman Village was the best fit for us. We checked out the community and fell in love with the location and the welcoming environment. We had visited Westman Village showhomes numerous times and the staff were all accommodating, welcoming, super friendly and very excited that The Chopped Leaf was up and coming to the community. We found Westman Village the perfect environment to develop positive growth for our company as well as for the community. Westman Village is a unique location for The Chopped Leaf. We are impacted by the originality of the community as it is the only one in Calgary that offers resort style living. The Chopped Leaf is a great

fit for the Westman Village community, as we strive for a healthy lifestyle for our customers integrated with our nutritious ingredients to ensure that our customers and yours feel good after they eat any of our flavorful options.

WVL: So what is the menu like? What do you have on offer for lovers of wholesome, nutritious food in a convenient delivery method?

GA: The Chopped Leaf has everything you need for a well-balanced meal. We offer vegetarian, vegan, glutenfree, keto and design-your-own meal options for those customers with dietary requirements. Our natural and fresh ingredients are the foundation of our delicious salads, bowls, soups, and sandwiches. All the dressings and soups are unique Chopped Leaf recipes that focus on being natural – top it up with our signature flavours! We also have a Chop Club program that benefits and rewards our loyal customers to show how much we appreciate those who are loyal to us.

Keep an eye out around the Village, you'll soon find the freshest, newest option around for real, whole food on the go. Chopped Leaf is on the way, with Georgia leading the charge!



"...we strive for a healthy lifestyle for our customers integrated with our nutritious ingredients"



MOEN // IT'S ALL ABOUT THE DETAILS

AS THE FIRST OF ITS KIND, AND A PROJECT DESIGNED BY FUTURE FOCUSED, VISIONARY INDIVIDUALS, IT IS COLLABORATIVELY CREATED TO ENSURE A TOP TO BOTTOM, HOLISTICALLY CURATED EXPERIENCE FOR EVERY AGE GROUP AND STAGE OF LIFE THAT CARES TO SHARE ITS WALLS.

Since the devil is truly in the details, some of the most painstaking decisions made at Westman Village revolve around aspects of home development that can be the most taken for granted. As such, only the most consistent, experienced, reputable, and valuable brands and partners find their way into the Village to become part of its particular community of diverse people.

Enter Moen. These leaders in plumbing, fixtures, and hygiene self care solutions have built a decades long reputation as aesthetic and technical leaders in faucets, shower heads, and other fixtures and accessories. Their designs are built around a patented cartridge designed in the 1960s, and it is so ideal for its purpose that virtually every bathroom and kitchen faucet they carry is built on it, unchanged in more than half a century.

Rick Wigle of Axford Agencies represents Moen in Alberta, and was intimately involved in the execution of Westman Village's bathroom and faucet design during the conceptualization of the project. Westman Village Life got in touch to hear about that process, and what made Moen the perfect match for this unique project.

"The whole team at Moen has been partners with Jayman BUILT for 20 years, so that's a long standing relationship," Rick shared. "Jayman seeks innovation as part of their schtick. They're not looking for price, they're looking for value through innovation, so they're a very strong partner for us."

As the proven number 1 brand in North America, with a substantial number of their designs made in Canada, that is great news for Westman Village residents. Jayman's focus on proven, reliable elements in their home design means the important things that are supposed to just work, without trouble or extra thought, will do just that.

Rick explains: "One of Jayman's core principles is value in everything they do. The cost vs. value – is the value of the innovation worth the cost? That's how they look at it, they're not asking what the cheapest thing is they can

buy, that's just not in their DNA."

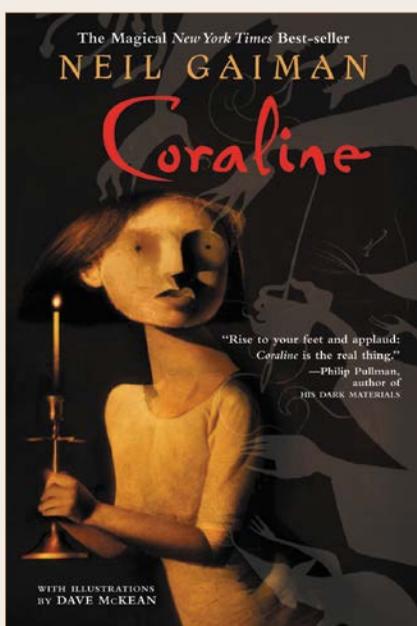
Similarly, one of Moen's signature commitments puts their money where their mouth is: every single product Moen makes is backed up by a lifetime warranty. Nothing says "belief in the product" like a lifetime warranty. It's that type of pride and perfection that's led to a two decade relationship still going strong.

"The beauty of our relationship is that they're willing to put new things in their homes," Rick told us. "They're market leaders, so when they sense there is value for the consumer they will try new stuff, and in a lot of cases for Moen it makes our brand stronger."



Live your best life

WESTMAN VILLAGE READS



CORALINE BY NEIL GAIMAN

This nouveau-goth fable written by Neil Gaiman was famously made into a Tim Burtonesque stop motion animated feature film in 2009. It's a tale that takes the "grass is greener" idiom on a dark, twisted, strangely charming journey, when a young girl finds a tempting parallel universe which slowly goes manically wrong. A fantastical world of mouse circuses, feline spirit guides, and ghost children leads Coraline into a whole Other World, where her Other Mother and Other Father welcome her with open arms.

Gradually, the Other World grows more and more malicious as it tries to keep Coraline from returning to her real world. Her Other Mother wants Coraline to stay forever, where the toys are real enough to move and the pictures in the books writhe and shimmer in place. But if she wants this fascinating life, she must make a sacrifice she can't bear.

Coraline is certainly on the darker side to match the cold, winter months, but it does balance its macabre subject matter with all manner of quirky charm and fantastical characters. From the zany Mr. Bobinsky, lanky and strangely nimble acrobat and trainer of the aforementioned mouse circus, emigré from the Soviet Union, to a ghostly girl with butterfly wings, the depiction of characters and plot reads like a slightly deranged *Alice In Wonderland*, replacing moralizing lessons and old school storytelling with intimate, emotional narrative arcs and enough dark edge to cut through the malaise of modern life.



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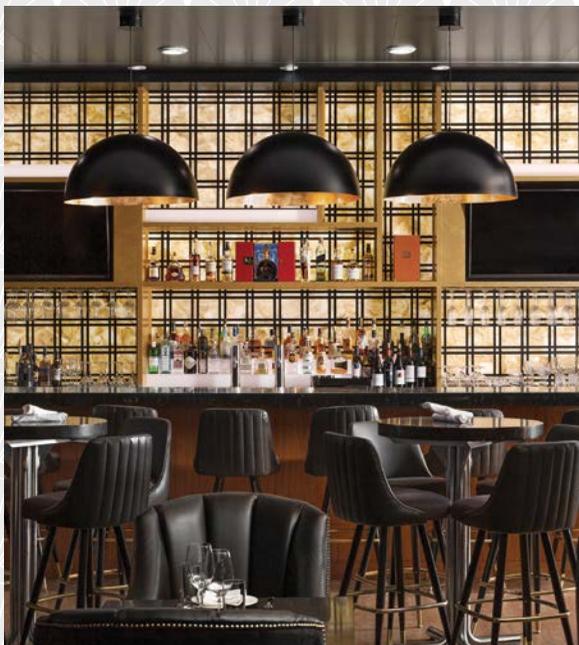


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SPRUCE UP YOUR HOLIDAYS

IT'S THE SEASON OF WARMTH, TOGETHERNESS AND MERRIMENT, WHICH ALSO MEANS THE SEASON OF TRADITIONS. JUST LIKE EVERY THANKSGIVING AND CHRISTMAS HAS ITS DEFINING MEAL, WITH MANY OF THE SAME SMILING FACES OF FAMILY AND FRIENDS ALIKE, THERE ARE ALSO MANY TRADITIONS WHEN IT COMES TO PEOPLES' HOME DESIGN AT THIS TIME OF YEAR.



Christmas especially often has literal heirlooms and certain objects that help define the holiday season. You know when Grandma's special painted Christmas tree topper angel comes out of the basement that it's really Christmas time, right? That's all well and good, as is the tree itself, or the "horn of plenty" style centerpiece. We all use specific symbols to mark the passage of time and to orient our friends and family around.

That said, life isn't a stagnant thing, and even traditions can grow and change over time. As important as it is to maintain constancy, you can always do yourself and your family a favour and start incorporating something new, fresh and exciting to complement your old familiar holiday signposts.

Westman Village Life spoke with Jayman BUILT's Manager of Showhome Design and Merchandising, Pamela Bayfield, to get some proper know-how on exactly what that can look like. One of the first things she talked about was how to literally make

your holiday presentation fresh and green.

"A great way to add new life to your Christmas décor is to mix in fresh greenery. You can even combine faux and fresh together. The faux gives your décor longevity and the fresh adds dimension and a beautiful scent to boot. Local garden centers like **Spruce It Up** and **Greengate** have an assortment of fresh foliage, and you can even find suppliers and vendors online that will deliver to your home."

One of the main changes people make, especially around here in Westman Village, is to rightsize into a smaller home. When people leave homes they've raised families or grown up in to take on the relatively condensed domestic lifestyle of Westman Village, it can sometimes be with some

"Add new life to your Christmas décor... mix in fresh greenery."

emotional adjustment for holidays with family. A new domicile may be a bit jarring in some ways, but it can serve as a bit of a kickstart to this phenomenon of new traditions and new holiday ideas. Pamela also had something to share on this note. "There really are no rules when it comes to this stuff, but a home change is a fantastic time to take a look at holiday décor with fresh eyes. People in new homes should be realistic about how they style their holiday décor so it compliments their new space as well as their daily routine. For example, instead of a massive tree that could overwhelm their new space they could consider an oversized vase with beautifully scented fresh evergreen on their kitchen island or peninsula. If their new space does not have a fireplace mantle to adorn, greenery and twinkle lights on a sideboard can create warmth and ambiance. Adding rich, on trend jewel tones in velvet toss cushions and throws help holiday décor feel current and warm."



Freshen up the holiday table setting with fresh plants.



Create a beautiful live wreath.



VILLAGE LIFE

WE DON'T LIVE DIVIDED – WE LIVE TOGETHER. AND LIFE DOESN'T HAPPEN BEHIND CLOSED DOORS. // WE WANT TO FORGET ABOUT DIVISIONS AND START TALKING ABOUT UNITY. AND ABOUT COMMUNITY. ABOUT WHAT HAPPENS WHEN WE OPEN OUR DOORS AND LOOK AROUND. // WHEN PROXIMITY MAKES ALL THINGS POSSIBLE AND A REVOLUTIONARY MIX OF PRODUCTS ALLOWS YOUTH TO MINGLE WITH EXPERIENCE, INDIVIDUALITY TO HARMONIZE WITH FAMILY AND DISCOVERY TO FUSE WITH TRADITION. IN A PLACE WHERE HAND-SELECTED RETAIL SUPPORTS THE COMMUNITY AND EXTRAORDINARY AMENITIES KEEP IT MOVING FORWARD, ALWAYS OFFERING MORE. // WESTMAN VILLAGE IS ABOUT GETTING MORE OUT YOUR DOOR. BECAUSE WHEN YOU HAVE MORE, YOU CAN BE MORE. MORE INSPIRED, MORE PASSIONATE, MORE PRODUCTIVE, MORE ALIVE AND MORE CONNECTED TO WHAT MATTERS. THEY SAY IT TAKES A VILLAGE. AND WE COULDN'T AGREE MORE.

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