



JOE CRITELLI, *Owner
Critelli's Furniture and Mattresses
and Transitions by Critelli*

Celebrating 100 years in business is a tremendous milestone. What's the secret to Critelli's longevity? We constantly look at the company and remake it to remain relevant to our valued clients and to prospective ones. We've done that by adding a line of high quality upholstered furniture for customers who want to buy at the entry level. We've added memory foam mattresses from Italy that can be packaged and shipped from Europe for less than what they could be from Toronto, and they are 100 per cent green with no chemical off-gassing. We also opened Critelli's Rug Market to offer hand-knotted rugs from the best rug countries in the world.

What's been the biggest change you've seen in the business? The way people shop has and continues to change dramatically. With computers, people have access to designs from around the world so they're more selective and discerning about what they put into their homes. Stores that will be market leaders in the future understand that game and remain relevant, and those that are leaving or gone never understood it.

Critelli's is more than just a place for people to buy furniture. Tell us about how the business has supported the community: When you've been in business 100 years, you're part of the community and we've always been supportive of local events and causes. One in particular is the University Women's Club House Tour every spring. It celebrated its 40th anniversary when we celebrated our 100th. It's raising funds for deserving young women to help in their education. How can you not want to be part of that? *Continued on page 36*

STYLE STALWARTS

STORY **TIFFANY MAYER** | PHOTOGRAPHY **KELLY HORKOFF**

These three businesses have a collective history spanning nearly 200 years. We find out what's behind their staying power.

WHAT'S YOUR VISION for Canada?



WESTON FAMILY CONSERVATION CENTRE; PHOTO BY LIZ SAUNDERS.

We dream of a country where each new generation can explore rugged shorelines, wide-open prairies and vast forests. A place where wildlife can thrive.

This is the vision that drives the Nature Conservancy of Canada. We identify the land, we secure it, and we protect it. Forever. It's that simple and that effective. But we can't do it alone.

To find out how you can help, visit natureconservancy.ca 1-800-465-8005

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 [#Time4Nature](https://twitter.com/NCC_CNC)





ELNITA & GARY POST
Amber Stairs & Railings Inc.

What has been the secret to Amber's success during its 40 years in business? The business is built on simple principles: a high-quality product delivered and installed with high-quality service. Teamwork and our employees are also highly valued at Amber. This is what sets us apart.

How has the business evolved? Amber began as a small shop serving the Niagara area. Over time, the company spread further afield. We serve areas as far away as Barrie, Peterborough, Toronto and all points in between. The product has also changed from all-wooden stair systems to wood and steel combinations, glass, as well as mono stringer and floating stairs.

Often staircases are relegated to a utilitarian role in homes. Tell us about how they can be much more than that: Bring in your blueprints and we will advise you on how to get to the wow factor you are looking for. We can show you products and styles that will take your stair system to a whole new level.



DAVID & TRACY SMITH
Elves Flooring & Design

What inspired you to get into the flooring business? David has been in the flooring business for nearly 23 years. His experience includes retail and commercial work. In 2014, David partnered with the previous owner of Elves Flooring and, given the success of that venture, we purchased the business last June. We love helping customers make their house a home.

What do you have in store for the Elves' legacy in Niagara? We are expanding. We're proud this company has been around since 1969. With the market changing constantly, we have to stay educated about new product lines, seasonal trends and design ideas. We want customers to come in and find premium selections in flooring, value and creative design.

Hardwood or laminate? We get to know our customer, understanding their lifestyle, wants and needs before we answer that question. There's no doubt hardwood flooring is beautiful and adds value to your home. Engineered flooring has become very popular. It has a hardwood surface and is constructed to give more stability and strength to the wood. Laminates have also come a long way. With many different grains, patterns and colour selections, laminates can offer classic or contemporary style for customers looking for affordability and design for high traffic areas or homes with pets. **OH**

» SOURCE IT

THE NEW, NEAT, UNIQUE, AND FABULOUS IN THE NIAGARA REGION AND THE SURROUNDING AREA



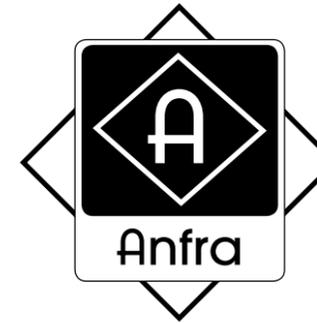
GOLIA FLOORING
Let *Golia Flooring* help you wrap up those lingering Fall Renos for the Holiday Season with our plethora of available options and friendly in-store help.

Golia Flooring is a family-owned flooring and decorating centre, servicing the Niagara region for over 50 years. We carry an oasis of *tile, backsplashes, hardwood/engineered wood, vinyl, bamboo, stone, area rugs, carpet, laminates, window treatments, and more!*

Our friendly staff and *in-store decorator* are here to provide *free in-home estimates and consultations*. Whether it's an office you're looking to refresh, or a DIY project at home, our full-service decorating and flooring centre is on board to make your project on budget, on time, and meet your expectations.

We are also home to *Niagara Star Painters*, a full-service exterior and interior paint company. We service corporate facilities as well as residential clients. Our list of painting services includes: *Exterior, Interior, Special Coatings, Concrete Polishing, Brush, Roll and Spray Applications, Wallpapering and Vinyl Texture Coating, Decorative Painting, Pressure Washing, Maintenance Painting.*

Check out our website at goliaflooring.com or visit our newly renovated showroom at 6710 Drummond Road, Niagara Falls, ON and get into the holiday season with beautiful, affordable upgrades. From our family to yours, **Happy Holidays!**
(Please see ad on pg 8)



ANFRA TILE & STONE LTD.
Anfra Tile & Stone Ltd. is a family owned business. The many years of experience has created a business that many people have come to know and trust. Frank D'Agostino and the friendly staff have transformed many homes into a reflection of who our customers are.

If you are building a new home, or renovating the home you have, we can help you in choosing what is right for your lifestyle. New floors throughout, a new bathroom, or even the beauty of granite and quartz for your kitchen. The ease of maintenance of granite and quartz will give your kitchen a look that will last a lifetime. Choosing and coordinating these products sometimes can be difficult and that is why we spend the time with you to make sure your selections are ones that you will be satisfied with for years to come.

Don't hesitate to stop in and visit our showroom. We have many beautiful porcelain tiles and many selections of natural granite and marble. Quartz has come a long way over the years. It has many new patterns and styles to give you a traditional look or a new sleek and modern style, and we are a certified Caesarstone fabricator. So come on in, meet the family and spend some time with us. We'll help you achieve the home of your dreams.

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(Please see ad on pg 7)



SERENITY MORTGAGE
Many brokerages offer great rates and service – that's nice, but for us, that kind of goes without saying. We invite you to ask, "Is that all there is?"

The Serenity Mortgage service model was created from a deep sense of social responsibility and a genuine concern for others. We believe that because we have the knowledge to create a sound financial strategy, we are obligated to share it.

- We help everyone who asks. It doesn't matter if you have \$1 and/or bad credit. There is always something we can do to get started, and we stick with you until you get where you need to go.

- We address the person, not the product. Whoever you are, wherever you are, we will tailor a solution to specifically meet your needs.

- We do not criticize. We do not judge. Life is tough. But so are you.

- Working with debt is an opportunity to build wealth. Well-structured financing can lead to a lifetime of happy finances.

- We give free advice on investing real estate investments. Please don't pay for a seminar – call us instead.

- We offer as little or as much help as you're comfortable taking. So even if you just want a great product with sound, strategic advice, we are happy to just give you that.

Jennifer Iachelli
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(Please see ad on pg 21)



ROMAN & MICHAEL GROCHOLSKY – ROYAL LEPAGE NIAGARA REAL ESTATE CENTRE
With over 37 years of Niagara real estate experience combined, we are the ideal team to help you meet your real estate goals.

Ranking in the top 1% of all Royal LePage Realtors in Canada, Roman is honored that he and his team have had the opportunity to help hundreds of families and businesses find a home in the beautiful Niagara Region.

What sets us apart from the rest? Our clients say that it is our honest, transparent approach, industry expertise and out of the box thinking that has made us their Realtors of choice. We know homes, the changing Real Estate market, and have an extensive network of buyers and sellers across Niagara. We also know that clients want straightforward advice and reliable service which is exactly what we strive to deliver day in and day out.

Whether you are ready to make a move, invest or just have questions about the market, give us a call, we would love to help you meet your real estate goals!

Roman & Michael Grocholsky
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