

St. Leonard native Di Ioia rises from summer student to BeaverTails CEO



Mike Cohen

A native of St. Léonard, Pino Di Ioia worked at the BeaverTails location at La Ronde while attending school. Today, he is the CEO of the growing company. His partners in the endeavor are twin brother Anthony and his wife Tina Serrao.

BeaverTails, makers of iconic whole-wheat BeaverTail pastries last week announced the opening of its 100th store location at Cedar Point Amusement Park in Sandusky, Ohio. Based on an old family recipe and first sold from a small kiosk in Ottawa in 1978, BeaverTails locations are now found in eight Canadian provinces. US locations are in Farmington, Utah; Wildwood, New Jersey and Sandusky, Ohio. International locations are in Japan, South Korea and Dubai.

"We are very proud to announce the opening of our 100th location at Cedar Point – the second oldest amusement park on the continent," says Pino. "From our roots in eastern Canada, we have expanded considerably. In the US, we are focusing on placing stores within leading tourist and leisure destinations – including Lagoon Amusement Park in

Utah, Morey's Piers in New Jersey and, of course, Cedar Point. Our research and experience tells us that operating within premiere destinations is one of the best ways to accelerate awareness of the BeaverTails brand. We are fortunate to possess a proven concept and a robust business case. As we continue our expansion, we are interested in speaking with passionate people with expertise in the tourism and leisure industries. I would also like to take this opportunity to thank everyone on the BeaverTails team. Our success is certainly a team effort."

DOLLAS DEPARTS: The St. Leonard-Montreal North Arctic of the Quebec Junior AAA Hockey League are preparing for their 2015-2016 season, once again playing out of the Garon Arena. Former NHL defenceman Bobby Dollas, who still runs hockey clinics in Laval, will not be back as head coach. He has been replaced by Gianni Cantini. Team president Lina Di Giovanni and her team are planning many promotions to improve attendance. I look forward to being among those on hand for some games.

Have something to share? Email me at mcohen@thesuburban.com or leave a message at 514-484-9203, ext. 307. Follow me on Twitter @mikecohencsl and at <http://blog.thesuburban.com>

CREATE! **REGISTRATION IN PROGRESS**

CLASSES START SEPTEMBER 9 IN MONTREAL AND IN LAVAL

BEAUTY | DIGITAL ARTS | INTERIOR DESIGN

Courses are offered in English and French.

MONTREAL
2001, Sainte-Catherine Street West
514 838-4444
Guy or Atwater

LAVAL
1586, Daniel-Johnson boulevard
514 838-4444
Montmorency

interdecollage.com

ICI EDUCATION NETWORK

CHOOSE YOUR ADVENTURE THIS SUMMER

2015 BMW 320i xDrive Sedan

LEASE RATE* **0.4%** (UP TO 48 MONTHS)

MONTHLY PAYMENT** **364\$** (+ TAXES)

CASH PURCHASE PRICE* **39 990\$**

* Cash down payment: \$3,000.00, Total Price of lease incl. \$4930 (tax)

2015 BMW X1 xDrive28i

LEASE RATE* **0.9%** (UP TO 48 MONTHS)

MONTHLY PAYMENT** **356\$** (+ TAXES)

CASH PURCHASE PRICE* **36 990\$**

* Cash down payment: \$3,000.00, Total Price of lease incl. \$4800 (tax)

NO CHARGE SCHEDULED MAINTENANCE **4 YEARS 60 000 km**

BMW Laval
The experience begins here.

2450 Boul Chomedey, corner of 4401, Laval, H7T2X3

450-682-1212

FOR MORE INFO: www.bmwval.com

UNTIL AUGUST 31* 2015

* Lease and finance rates are those offered by BMW Financial Services only on approved credit. Annual kilometers limited to 16,000km: \$0.15 per excess kilometer. Excess wear and tear charges may apply. Retailer administration charges, transport, preparation and all taxes are not included upon lease signing. Offer is subject to availability and may be cancelled or changed without notice. Certain conditions apply. Please see contract and ask for illustration only. Excess miles are shown. Offer expires August 31*, 2015. Delivery must be taken by August 31*, 2015. © 2015 BMW Canada. "BMW", the BMW logo, BMW model designations and all other BMW related marks, images and symbols are the exclusive property and trademarks of BMW AG, and other licensees.