



BESPOKE PLUS

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

Happy Holidays

Thank you to the group of about 52 folks who made it out to our open house on Friday the 13th braving the bad



forecast. It was a pleasure to catch up and converse with all and the food and beverages did the job. Some of them had to be put to work

because they were energetic and did not want to sit around and talk to the older folks!

Once again we take this opportunity to wish everyone a happy, healthy, holiday season and look forward to a Happy New Year!

Holiday closures are: RGK UK closed Dec 20 through Jan 5, **VARILITE®** closed Dec 24-25, and Jan 1, **Kenda** Closed Dec 24-25 and Jan 1, **Ki Mobility** Closed Dec 24-25 and January 1. **49 Bespoke, Inc.**, will be closed at noon on Dec 24-29th, and January 1, 2013.

Thank you for your support and have a great holiday!

IPC Paralympic Order

The International Paralympic Committee (IPC) recently awarded four dedicated individuals with the Paralympic Order – the highest tribute a person connected with the Paralympic Movement may achieve. It honours someone who has exemplified the Paralympic ideals through their



actions, made remarkable strides in Paralympic Sport, or rendered outstanding services to the Paralympic cause.

The 2013 Paralympic Order recipients were Bob Balk, former Chairperson of the IPC Athletes' Council (a

position now held by Todd Nicholson, Canada), Michael Barredo, former President of IBSA, Duncan Campbell, Canadian founder of Wheelchair Rugby (Murderball), and Jonquil Solt, former Chairperson of the IPC Equestrian Committee and FEI Para Equestrian Technical Committee.

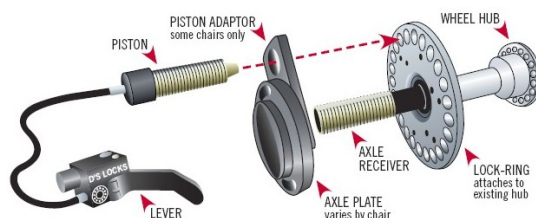
To view a list of past Paralympic Order recipients, visit: www.paralympic.org/TheIPC/HWA/TheParalympicOrder

D's Locks in Stock

We have stock on D's Locks now. They are a hub lock positive locking system for your manual wheelchair. Their web site has a wealth of information at www.dslocks.net and the imagery below gives you an overview of what the system looks like. These locks get rid of problems associated with standard locks and suspension chairs, different tire sizes or inflation issues, and they are now light weight and can have an activation handle almost anywhere.

The web site says, "with [D's Locks](http://www.dslocks.net), the danger of wheelchair movement and slippage during transfer is almost entirely removed. D's Locks are durable and secure

because they were created by a wheelchair user and designed with the safety and autonomy of the wheelchair customer in mind. One-finger operation locks both hubs and allows for wheelchair stability, minimizing the likelihood of injuries during transfer associated with standard wheelchair brakes."



These safety benefits translate into increased freedom, peace of mind, and decreased dependence on others. D's Locks are durable, safe, and compatible with most wheels and wheelchairs.

Rebate or Discount

A rebate is defined in Wikipedia as *"an amount paid by way of reduction, return, or refund on what has already been paid or contributed. It is a type of sales promotion that marketers use primarily as incentives or supplements to product sales."* A rebate is often used in retail to provide further incentive for the retailer to discount a product to the consumer knowing that they will get the rebate later or better yet, if the manufacturer of the product actually handles the rebate process and provides the customer with the rebate dollars directly.

In this industry it is used differently because the definition of the customer is confusing. As an end user of a wheelchair, I think I am the customer. As a product distributor, the dealer is my customer. As a dealer, the signing authority is crucial to the purchase of my product and service so attention is focused on how and where we get payment. Rebates are used in the industry ... but at the expense of sounding like Paul Harvey and "now you know the rest of the story" ... you will have to inquire about rebates in this industry.

One more reason for the end user, the customer, to be aware of the dollars and cents when they purchase a product with or without funding.

Parasport Ontario

Parasport Ontario (PO) is a non-profit Organization established in 1981 and incorporated in 1988. With a vision of promoting parallel opportunities in sport for persons with physical disabilities, PO provides development and competitive Parasport opportunities throughout Ontario.

They are currently seeking nominations for their Board of Directors. They are looking for individuals who want to make a difference for Ontarians with a physical disability by providing sport opportunities and increasing public awareness of sport for athletes with a physical disability.

Elections will take place at a Special General Meeting to be held in Toronto on Tuesday, February 25, 2014. With the 2015 Parapan American Games coming to Toronto these are exciting times for parasport in Ontario - and you can be part of it! If you are interested or wish to nominate someone, submit your nomination on, or before **January**

15, 2014, by: E-mail: brian@parasportontario.ca or Fax: c/o ParaSport Ontario Nominating Committee 416-426-7361 or Mail: Nominating Committee, ParaSport Ontario, 3 Concorde Gate, Suite 104, Toronto, Ontario, M3C 3N7

VARILITE Update


VARILITE confirmed changes to the organizational structure at their parent company Cascade Designs. The new structure created a void in important corporate support areas. Instead of leading the new combined Military and Medical Business Unit, Pete Haggerty will now establish a new corporate-wide Services Department to manage Corporate Strategy, Investment Planning, Acquisitions, Funded Research and Development, and Legal Services.

Kevin Gallagher, previously Director of the Military Division, will lead the combined Military and Medical groups, as Vice President of the New Markets Business Unit. This name differentiates VARILITE from Cascade Designs' more traditional outdoor related business units. The name also acknowledges the mission of the business unit to grow their business in new directions, such as the OEM relationship with BAM Labs.

Kevin joined Cascade Designs when they acquired Mountain Safety Research, (MSR) in 2001. Kevin is excited about the New Markets Business Unit opportunity and says "I've admired the work that Randy (Willet) and the rest of the VARILITE team have done over the years to create a strong brand, product line, and distribution network. I am eager to create synergies between our medical, military, and global health markets."

Bits and Bytes

 Ottawa trip Dec 24-28;

 Happy New Year in the GTA.

BESPOKE PLUS helps to market and promote **RGK Wheelchairs**, **VARILITE®** Seating and Positioning Systems, **KENDA**, and **Ki Mobility** products, along with Spinergy, Glance, Frog Legs, Schwalbe, Sun, MBL, Natural Fit, Blax, and other great products. **Please give us a call or contact the editor, Reg McClellan, if you have something that you think we should expound on.**