



BESPOKE PLUS



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

Happy Holidays!



We have always had an open house around Christmas time to celebrate the holiday season and have a chance to socialize during the day with folks we do business with and other friends in our area at the time. It has been great to put on a few different crock pots and have all kinds of food to pick at all day long and enjoy life. This year we will

keep in step with what has become 2020 protocol and we will appreciate our mission as an essential service to remain vigilant and make sure we are masked up when needed, be social distancing, and be cognizant of everyone's health as we all deal with this pandemic issue.

So, we will not have an open house this year, but we wish everyone a happy, healthy, holiday season and to join us at your leisure on a telephone call, a Zoom or Team get together, or any way you wish to celebrate life and look forward to 2021!

Service - Communication

In social work, communication is the key, like every day in business we strive to do the best we can to communicate with folks on orders, product, etc. Often time it is by telephone, text, email, messenger, twitter and the list goes on; we do not always have the luxury of meeting in person thereby relying more heavily on verbal and tonal communication rather than non verbal to come up with the meaning of the interaction and whether we want a caster pin width of 407 mm rather than 432 mm, or any other change to the specification sheet for a product someone is going to use for the next 5-25 years.

Dr. Mehrabian devised a formula to describe how the mind determines meaning; in communication it became known as the "7%-38%-55% Rule". He concluded that the interpretation of a message is 7% verbal, 38% vocal and 55% visual leaving us with the knowledge that 93% of communication is "nonverbal" in nature and that we all have a huge task to study and practise these non-trumpian methods of effective communication when doing our work and interacting with everyone.

We are always trying to communicate better with the skills and resources we have to be more effective in the workplace and wherever we are; we practise active listening, adapting our communication style, be friendly, be confident and convey the correct information or seek it for follow up, give and receive feedback, cognizant of volume and clarity of our messaging, be empathetic, respectful, understand nonverbal cues, and be as responsive as possible.

Seat at the Table

The Canadian Foundation for Physically Disabled Persons (CFDP) initiated a project last year labelled "Everyone Deserves a Seat at the Table" which is a social-change project promoting the Inclusion of People with Disabilities on Canadian Corporate Boards.

Canadians believe in diversity and inclusion taking pride in being compassionate and fair-minded and that everyone should have the opportunity to participate equally in all aspects of Canadian life.

An estimated four million Canadians live with a physical or developmental disability and because of the work of CFDP and many other groups leading corporations have begun implementing progressive employment policies and strategies aimed at recruiting people with disabilities into their workforces and creating barrier-free work environments. But there is still a lack of progress at the corporate-board level.

It is time for corporations to start looking beyond the usual candidate pool when filling board seats and consider people who are equally qualified for the role yet also have the experience of living with a disability. That is why CFPDP is mobilizing the business community and seeking their support and guidance to move this initiative forward.

CFPDP has initiated a public-awareness campaign to increase awareness of the lack of board representation by people with disabilities and to promote the business benefits of board diversity. The campaign featured full-page ads in the Globe and Mail and created a robust social-media plan.

Candidate recruitment is ongoing, and we encourage people to visit the web site for a full update on this project and to apply for a Seat at the Table! [A Seat at the Table](#)

CADA Online

The Canadian Assistive Devices Program has a monthly newsletter at www.CADAOnline.ca which provides an update on activities to their members and general public. In December, the highlights for us relate to the work that the Assistive Devices Program (ADP) have been testing with their E-Submission portal. It is now ready to be rolled out and should provide end users of the program, vendors, prescribers, and everyone else with faster service, easier access to documentation, and less meeting requirements.

This writer is not sure of the rest of the country, but CADA relays that ADP there has been a spike in applications for their services since the summer, but they are still below pre-pandemic levels in applications.

Wooden Hand Rims



We stock most of the hand rims on the market for same day shipping with all the popular wheels on the market like Spinergy, Sun, Softwheel, MBL, CEW, Loopwheels, etc. We have received requests to carry wooden hand rims as well.

Although this appears to sound old fashioned, the material used today (Ash) by a leading manufacturer (Lignorim <https://www.lignorim.com>) is splinter-less, water repellant, solvent free, comfortable to the hand and not cold, and available in different outside dimensions (22mm, 26mm und 32mm) and various colors.

In a recent article by www.MotionComposites.com "GETTING A GRASP" they do a good job of providing more information on hand rims for this marketplace.

Kinetic Balance



Derek Jewesky, who had worked with us prior to the pandemic relocated to BC (Vancouver) and has started a business in and around this industry.

He has an online store at www.Kinetic-Balance.ca selling clothing and other items custom made for folks using a wheelchair. The line of products for men, women, unisex will

expand over time. Check them out at the address above.

BATEC Mini2



The Batec Mini2 with a 12" front wheel rounds out the line of Batec products available for same day shipping here in Canada.

At an all-in retail price point of just under \$7K CDN, it is a great compliment to the 16" Mini, 18" E2 line, 19" Scrambler, and 20" E1 platform of products. And all Batec models are available in a version for paraplegics, quadriplegics, hemiplegics, and everyone in between. There is also an extensive chair compatibility listing (Chairs that have been tested by Batec to ensure that they are ready for the robust activity of a power add on product that actually adds strength to the wheelchair with their **patented docking system**) and great choice in accessories in stock for same day shipping.

Bits and Bytes

- 49 Abilities Virtual Experience March 26-27, 2021;
- 49 Abilities Expo Spring, 2021 Toronto, ON;
- 49 Abilities Expo April 30-May 2, 2021 New York, NY;
- 49 Abilities Expo June 25-27, 2021 Chicago, IL;
- 49 Paralympics **Aug 25–Sept 5, 2021** Tokyo, Japan;
- 49 Rehacare Dusseldorf, DE **October 6-9, 2021**;
- 49 37th ISS **October 26-30, 2021** Pittsburg, PA;
- 49 9th Annual SCI Conference November 15-18, 2021.

BESPOKE PLUS is the newsletter of 49 Bespoke Inc., which markets products from around the world designed to better meet the needs of people with a disability.

We have grown up in sport, have a social service background, and have adopted an advocacy role in our business practice. **Comments are welcome.**