PHOTOGRAPHY WALTER FRANCFZYK

Making It WORK

CURT MOORE
GENERAL MANAGER
Sifft Electric

A full service electrical contractor for 37 years in Muskoka, Sifft Electric provides residential and commercial electrical work as well as generators. “We also have an audio-video division,” says Curt. “We do full audio video systems, lighting control, basically anything with a wire or wireless, we do.”

The company prides itself on high quality service and work. “We show up on time. We do what we’re going to do.”

AT WORK
Current Projects: Residential, commercial and lots of cottages.
Latest Trends: Automated systems, lighting controls and network-connected devices.
Business Goals: Superior employment opportunities and customer satisfaction.
Inspiration: As old as electricity is, there’s always something new going on.
Fav Customers: All of them.

AT HOME
Neighbourhood: McDougall Township.
Favourite Room: Our living room.
Things To Do: There are never-ending projects.
Favourite Meal: Something I don’t have to cook.
Favourite Pastime: Spending time with family.
How Do You Relax? I’m looking for ways to do that.

ELISE BOYER
OWNER
Veranda

Veranda is a large, independently-owned retail operation in Bracebridge with five stores and seven showrooms of curated furnishings, including everything from hutches to complete bedroom and dining suites and a tremendous selection of sofas in all sizes and styles. Veranda also carries a full line of outdoor furniture, a wide range of rugs and textiles including tablecloths, placemats and bedding. Proudly supportive of North American-made goods.

AT WORK
Current Projects: Reupholstering sofas and chairs, custom draperies, furnishing homes and cottages.
Business Philosophy: Preserving, expanding and sharing the heritage of Muskoka.
Inspiration: European, outdoors, “la bonne vie,” living a good tasteful life.
Goal: High integrity customer service with a well-stocked store and fair prices.
Trends: Veranda is a leader not a follower in creating its own trends.

AT HOME
Neighbourhood: A quiet, tree-lined avenue in a historic 1880s home.
Favourite Room: The outdoor secret garden with lattice walls and sky boxes filled with flowers and bubbling fountains.
Projects: Gardening and reviewing copies of design publications.
Favourite Meal: Home-prepared meals shared with my husband.
How Do You Relax? Good conversation, music.

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While Riverview offers a variety of furnishings, its custom-made, hand-crafted furniture in pine, oak, maple and ash is the most popular. The company builds its custom bedroom, dining and living room furniture in Fenelon Falls. Its upholstery is almost all Canadian-made. It also sells appliances, window blinds, bedding, hardwood and plank flooring. “We do everything pretty well,” says co-owner Craig Box. “We do a lot of free shop-at-home services. We send a decorator out. There’s no charge, if you need help.”

SHANNON AT WORK

SHANNON WALKER
SALES REPRESENTATIVE
& JOAN DUHAIME
STAFF MEMBER
Riverview Furniture & Flooring

SHANNON AT HOME
Neighbourhood: Minden
Favourite Room: My living room.

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PETER SELLORS
PRESIDENT
Greensville Soapstone Company

Greensville supplies countertops, fireplaces, tile and sinks – anything that can be made in stone. Soapstone is the only natural quarried stone that is non-porous. It will not stain with anything, says Peter. There is no chemical sealer. Soapstone is chemically inert so it’s resistant to lemon juice, all acids, bacteria and is completely heat-resistant.

SEE OUR DIRECTORY FOR ALL CONTACT INFORMATION.