

JUNE 2015

Neighbours of BROOKLIN VILLAGE

An exclusive magazine for the neighbours of Ashburn, West Brooklin & the surrounding area



Meet the
McTasney Family:
Outfitting the Community
with Moxie



Best Version Media 

Cover photo by Debra Baydak, Durham Photography



Meet the McTasney Family: Outfitting the Community with Moxie

By Christine Sheppard

Starting a business in a small town can be a challenge. It takes finances, support from the community, product and supply chain, marketing, word of mouth, and as Marissa McTasney will tell you, a lot of moxie. Eight years ago, Marissa tried to launch her business venture, but came across a number of barriers to cross.

After leaving a corporate job, Marissa enrolled in a construction course designed for women called Women in Skilled Trades that taught her the basics of general residential

construction. She began to take on jobs painting houses in Brooklin, which was the keystone of her business plan. But one fateful day, she arrived at her class to see that every woman had brought men's work boots to wear. Marissa says, "At that very moment, the direction of my company quickly pivoted." In 2006, she founded Moxie Trades.

Today, Moxie Trades designs, manufactures and distributes safety footwear for women in over 500 locations across North America.

Marissa appeared on the hit CBC series *Dragons' Den* where her pitch was picked up by dragon Brett Wilson. The two have now been business partners for almost seven years. Moxie Trades has been incredibly successful as a business, but Marissa truly believes that "Moxie Trades is not about the work boots, but it is about the women who wear them."

Moxie Trades is committed to continuously promoting trade women in Canada through various contests and community affiliations. In

Family Feature

partnership with the Whitby Chamber of commerce, Marissa founded and annually sponsors Durham's Woman of the Year where a local female leader is gifted with \$500, and in her honour, \$500 is given to Girls Inc.

Marissa is taking her story, her mission, and her passion on the road. In 2014, Marissa was asked by the Honourable Minister Dr. Kellie Leitch to be part of an expert panel that travels across the country to host round tables with the goal of determining the tools required for women to be successful in business.

This has further inspired her mission to support women in business, women in non-traditional roles, and women in leadership positions in Canada. In May, Marissa attended the first ever all women-led Trade Mission to Brazil with Minister Ed Fast and

Minister Dr. Kellie Leitch. She is launching a ten-year initiative to see national equality in all of these areas, aptly named Project 2025.

But when she's not on the road, she's at home, in Brooklin. Her home is a lively one; she lives with her husband David, their son Carter, daughter Frankie, and their trio of family dogs Lola, Reggie and Tucker.

Just like every family, the McTasneys wanted to find a place to call home, and kept coming back to Brooklin. "With all of



the activities the kids are involved in, and our workload juggle, our home is like our sanctuary," says Marissa. "I love sitting in my front office watching families hustle to school and folks walking their dogs. We're happy that this neighbourhood is such a safe, and close-knit environment for our kids."

Marissa shares a story about how "close" the community really is. One afternoon while she was picking her kids up from school, she spotted another young mother and asked her to be a Moxie Trades model, noting that she seemed to exemplify the brand. Later, while her family was vacationing in Punta Cana, the McTasneys were surprised to meet the same family on the beach. The McTasneys and the Shewchuks spent the rest of the vacation together, swimming, playing games at night, and

singing karaoke. Marissa said not only was it such a "small world" experience, but it was also one of the best vacations they'd ever had and the two families remain great friends.

The family is very much established in the community; Carter plays for the Whitby Chiefs and Frankie competes with the Cheerstrong Hawks. Marissa knows many local entrepreneurs, from the owners of the Tim Hortons, to Capelli Hair Studio, Endless Ideas to Square Boy Pizza. "These are real entrepreneurs putting it on the

line and working to support their families and our community – I love that."

At home, in Brooklin, is where it all began. The McTasney's are a local success story that wants to pay it forward in this community. Moxie



Trades has started a partnership with Habitat Durham; as an Ambassador for the Habitat Durham Women Build initiative, they are participating in the Whitby Rib Fest in July.

"It was very difficult for me to find my footing as an entrepreneur in a small town. But I want to make it easier for the next aspiring entrepreneur to make a living, and a difference, in their community." **BV**

Do you know a neighbour who has a story to share? Nominate your neighbour to be featured in one of our upcoming issues! Contact us at csheppard@bestversionmedia.com.

Come in for Business Lunches

CALL FOR RESERVATIONS

\$29 PRIX FIXE MENU

Choice of
Mixed Leaf or Caesar
Salad or Soup
Pasta
Dessert

Available Monday to Friday for Lunch
Monday, Tuesday & Wednesday for Dinner

B.Y.O.F. SUNDAYS
Bring Your Own Family

Recommended on #1 recommended Restaurant in Whitby, and in the Top 10 for Ontario

Everything Made In-House • Hand Crafted Pastas
Artisan Breads • Made Fresh Daily

A TAVOLA BISTRO
10 Meadowglan Drive, Whitby
Corner of Garden St., just South of Taunton Rd.
905-493-1967 www.atavolabistro.com

OPEN 7 DAYS A WEEK
Open: Monday to Friday for Lunch & Dinner from 11:30am
Saturday & Sunday Dinner only from 5pm

*By Executive Chef,
Vito Clemente*

Maternity, Newborns & Family Portraits

Durham Photo

Your Family Friendly Photographer

With a separate play area for kids
a "Daddy Den" & a kitchenette,
it's no wonder we're so popular with families.

Mention this add and receive \$15.00 OFF

(289) 927-0448

www.durhamphoto.ca