

Spike Guys Choice Awards airs tonight

By ALEX STRACHAN
Postmedia News

It's a guy thing. The sixth annual Spike Guys Choice Awards is real, kids, and surreal to boot. The manly salute to manly men and manly forms of entertainment is not meant to be ironic, but there's something weirdly and wonderfully askew about yet another award show in a culture where complaining about the proliferation of award shows has become a category in its own right.

Guys Choice 2012 — its official name — is an antidote to Glee, Project Runway, Slice TV and the general wussification of popular culture.

If recognizing the best-of-the-best in such death-defying categories as Most Dangerous Man, Best Fight Scene, Holy Grail of Hot, Jean-Claude Gahd-Dam and Guy of the Year doesn't turn your crank, you can always snuggle up instead to the taped Concert for the Queen: A Diamond Jubilee Celebration with Katie Couric (same time, another channel).

Of course, tonight's Guys Choice event is not strictly live.

(Neither is the Diamond Jubilee concert, for that matter.) The ceremony was staged in Culver City, Calif. last weekend, and taped for airing later. Tonight is the TV premiere.



Fine Tuning

Some winners have been posted on the Guys Choice official website (www.spike.com/events/guys-choice) but most have not — at least not without following various threads. You won't find any spoilers here, save that handful of awards Spike TV already chose to publicize on its home page.

The Dark Knight Rises, for example, won the coveted Most Manticipated Movie Award. Star Christian Bale and director Christopher Nolan were on-hand to accept their trophy — dubbed the Mantlers — in person. They dressed for the occasion, too. It might be Spike TV, but they didn't turn out dressed like slob.

The Guys Choice awards may only be six years in the making, but in a weird, wacky way, award organizers already have a sense of their own history.

Forget the old-school actors in The Best Exotic Marigold Hotel, for example: It's the illustrious cast of Old School who will be inducted into this year's Guy Movie Hall of Fame. That means long overdue accolades for the likes of Will Ferrell, Vince Vaughn and Luke Wilson.

Old School is only the sixth film in history to be so honoured, by the way, and joins such august company as Swingers, GoodFellas, Fast Times at Ridgemont High, Fight Club and There's Something About Mary. Classics, all. Sadly, Eat, Pray, Love did not make the list.

Don't expect the usual Hollywood suspects to be working the red carpet, either. No Ryan Seacrest or Billy Bush here. Instead, expect manly men like Jeremy Renner, Mark Wahlberg, Dax Shepard and Adam Sandler on the presenter list. The nominees reflect a surfeit of testosterone, as well. Liam Neeson is nominated opposite Ryan Gosling for the prestigious Biggest Ass Kicker award.

And in a contest unlikely to be judged on looks alone — at least, one hopes not — Louis C.K. is nominated opposite Brad Pitt for Guy of the Year.

And please don't think the Guys Choice 2012 is just for chowderheads. The outstanding literary achievement award — an actual category — pits Dick Cheney, of In My Time literary fame, against Tina Fey, author of Bossypants.

On with the show. And if Zoey Deschanel doesn't win a category called Hottest Zo(o)e(y) — an actual category — well, there's no justice in the world. (Spike, 9 ET/6 PT).



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THE DAILY GLEANER

SATURDAY, JUNE 9, 2012

C1

Embracing change

Local entrepreneur Noel Eustace defines success as having time for family, friends and the community

By LORI GALLAGHER
gallagher.lori@dailygleaner.com

Noel Eustace isn't the kind of person to sit back and let things happen.

He's more apt to be the one driving change by tackling any challenge he faces head on.



A devoted family man and community volunteer, he's also an entrepreneur. He's the owner of Instant Imprints on the city's north side.

"We opened our doors at the end of January, had the official grand opening in March and have just been going full-tilt ever since. I started by myself solo the first couple of months and there's now a total of four of us here."

He describes the business as a branding and image solutions provider.

"We don't have minimums. If you want one, we can do one, or we can do 1,000. That's why I say we can help businesses, groups and organiza-

tions of any size, the idea being that everybody is trying to promote what they're doing, be it the music club at school, a law practice or accounting firm or a boxer trying to make it big."

The challenge is deciding the most effective way to promote themselves or their event.

"We specialize in offering the types of solutions that they need, in whatever form it is that they want to be able to promote themselves," he says, covering everything from wearable items to signage and graphics. You name it, if you want to put your name on it and promote it, we can help you out."

Eustace brings a marketing background to his new business. "During my career I've needed these products and services and one of the biggest hurdles that I found is that I needed to go to two or three different suppliers to get everything I needed."

He saw this business as being an opportunity to provide customers with one-stop shopping.

A lot of entrepreneurs are very good at what they do, says Eustace, but need help when it comes to promotion. He enjoys helping them de-



COLE BURSTON/
THE DAILY GLEANER

A few of his favourite things

- >> **Full name:** Noel Carson Michael Eustace
- >> **Birthday:** April 15, 1965
- >> **Favourite food:** Barbecued steak
- >> **Favourite Tv show:** CTV News — I'm a news junkie
- >> **Favourite book:** Outliers by Malcolm Gladwell
- >> **Favourite music:** Folk rock
- >> **Favourite place you've visited so far:** Ensenada, Mexico
- >> **Last movie you saw:** Captain America
- >> **Favourite movie snack:** Cherry Nibs
- >> **Do you prefer phone or email:** Phone
- >> **Trait you most admire in another person:** Passion
- >> **The person you'd most like to meet, living or dead:** Bobby Orr



COLE BURSTON/THE DAILY GLEANER

Close-knit family: Noel Eustace's family — from left, wife Karen, daughter Chelsea, almost 18; son Corey, 14; and daughter Courtney, 19 — is his top priority. Noel and Karen Eustace have been married since 1991 and they've been together since high school.

side what will work best for their situation.

"From my marketing perspective, I would talk to them about what the object of their program is, find out what they want to do," he says, then suggest ways his business can help them achieve these goals.

"I've done both entrepreneurial and corporate (work in the past), so I'm bringing both perspectives to the marketplace," he says.

Eustace is originally from Moncton. He moved to Fredericton 3 1/2 years ago for another business opportunity.

"I was working with an international engineering firm and then things had changed, but low and behold, we're still here," he says. "We've got three kids, so everybody is getting rooted into the community. My wife's got family here in Fredericton. We're the type that gets involved in the community anyway."

He enjoys being here, as there is a lot going on.

"Professionally, in the past, I've had the opportunity to travel quite extensively and Fredericton has a lot of good things going for it, and it's going in the right direction. It's very

proactive," he says.

"Even on an international scale, you hear about when people come to visit ... when they come here, they're pleasantly surprised with how progressive we are, not only as a province and a region, but as a city."

Though having a new business keeps him busy, he has also gotten active in the local sports scene. His three children are each involved in different sports.

"My oldest was involved in hockey. I played as a youngster and when my daughter wanted to play hockey, both my wife and I reinvigorated our

inspiration for the game and have been involved in hockey ever since," he says.

"My middle one plays rugby and soccer, and is quite active nowadays in rugby in high school. My young fellow is a competitive basketball player."

Eustace has been married to Karen Eustace since 1991. The couple has been together since high school.

"We've just celebrated 21 years, officially," he says, laughing. "We were together seven years before we got

Please See **Eustace** / C2



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A10209

A LOOK AT TOMORROW | HOROSCOPES

By JACQUELINE BIGAR
For Monday, June 11

This year you learn to let go even more. Make it OK for both sides of the Twins to voice their thoughts. You also might discover that many people get confused by your distinctive personality.

If you are single, you could meet someone very sensitive. The issue is that you have a salty sense of humour at times, which this person could take too seriously.

If you are attached, what you say and what you do often reveal different agendas. These mixed messages could become an issue between you and your sweetie.

Pisces often is very emotional, yet he or she pushes you hard to achieve your goals.

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The stars show the kind of day you'll have: 5-dynamic; 4-positive; 3-average; 2-so-so; 1-difficult.

ARIES (March 21-April 19): Note a sarcastic tone around you that forces some strong, fixed reactions — not only from you, but also from others. An element of shock runs through your actions. Naturally, misunderstandings will arise. Centre yourself. Tonight: Head home, relax ... then decide. ***

TAURUS (April 20-May 20): While there is an element of harshness that surrounds you, do not lose focus on your bigger goal. Opportunities appear later today, when people calm down. Straighten out a misunderstanding as soon as possible. Tonight: Make it early. ****

GEMINI (May 21-June 20): Sometimes being a natural-born leader is no fun. You inevitably will have to deal with a difficult situation. You have a lot of empathy for those around you, but at a certain point you need to cut the line and deal with what is required. As a result, someone might be quite resentful. Tonight: Burning the candle at both ends. ***

CANCER (June 21-July 22): Do necessary research. Though people could say some wild and outrageous things, you will not want to trigger a reaction. If you need advice, detach from your immediate situation. You might want to seek out an expert who is not involved in the issue. Tonight: Could be late. ***

LEO (July 23-Aug. 22): Others try to come through for you but get hit with one problem after another. You might decide to do what you must on your own, but there could be a liability that you have yet to see. You are walking a tightrope,

and it might be close to impossible not to involve others. Tonight: Till the wee hours. ****

VIRGO (Aug. 23-Sept. 22): Defer to others with the knowledge that this, too, will pass. If you act, there will be a problem; however, if you do not act, there also will be a problem. An element of the unexpected can turn nearly any situation upside down. Tonight: Nap, then decide. ***

LIBRA (Sept. 23-Oct. 22): Focus on one project at a time. Whatever you do, do it 100 percent if you want to feel good about the results. The unexpected occurs involving a key partner. You might need to regroup afterward. Detach to find the right response. Tonight: Go with a loved one's choice. ***

SCORPIO (Oct. 23-Nov. 21): Your imagination helps you understand where others are coming from. You could find a pushy friend to be a distinct problem. In fact, what this person does could trigger a series of events that you might prefer not to deal with. Tonight: Make it an early night. ****

SAGITTARIUS (Nov. 22-Dec. 21): You move slowly but successfully. You might witness a lot of confusion along the way. Determine just how involved you want to be with the present happenings, as a child or loved one could get testy. Tonight: When push comes to shove, you'll discover the implication of a misunderstanding. ****

CAPRICORN (Dec. 22-Jan. 19): You make efforts that could backfire. You observe others' frustration levels and give some thought to tossing your own demands in the air. Settle in and find the most effective course of action. Tonight: Do only what you must. ***

AQUARIUS (Jan. 20-Feb. 18): You might want to say little and observe more. There is a side of you that wonders why you are caught in the middle of a situation. Misunderstandings will prevail if you are not careful. You might be creating a lot of your own tension through a judgment. Tonight: Do your errands. Then catch up on someone's news. ****

PISCES (Feb. 19-March 20): You get an extra push into your day, but you also could be overwhelmed by what is going on around you. Consider what is happening, and be careful as you decide how much to invest, emotionally and financially. Tonight: Enjoy the moment. ****

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Born today: Journalist Lawrence Spivak (1900); football coach Vince Lombardi (1913); retired professional football player Joe Montana (1956).

A few words from
Those who know him well

"He's a great businessman. He knows what he does, researches everything. He has a great background in education for the business world. He's operated a business before, and he's helped other people with their business in the past in the background. Instant Imprints is just the perfect fit for him and I knew he'd do well."

"He's an unbelievable volunteer, too. He'll do anything for any cause, to help support groups. ... He knows charity work isn't an income, but it's self-gratifying and that's why he's doing it."

*Darcy Simon
Noel Eustace's friend and fellow entrepreneur*

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"Noel is a very hardworking man, when he sets his goals he lets nothing stand in his way to reach them. He is very dedicated to his business and puts many long hours

into making it a success. Even with his very busy schedule he always has time for his wife and three children.

"Although his daughter no longer plays female hockey, he continues to play a large role in keeping female hockey going as a coach and an advisor. He has coached my daughter for the past few years, he is highly respected by players and parents."

"After having the opportunity to work with him with female hockey I found that he is very organized and always carries a professional and positive attitude."

"When he takes on a task he give 110 per cent every time, there is no such thing as too much work."

"It has been an honour to have worked with him and to have made such as great friendship and I hope we have the opportunity to work together for many years to come."

*Gary Bartels
Eustace's friend and fellow volunteer*

Eustace: 'You can create change and be positive'

Continued from / C1

married."

Their children are 19-year-old Courtney, Chelsea, who turns 18 next week, and 14-year-old Corey.

Their eldest daughter is going to the University of New Brunswick, while their younger two are at Leo Hayes High School.

Chelsea is graduating and is going off to Brazil for a year with a Rotary exchange. She'll live there, attend school and learn about the Brazilian culture. Corey, the only boy, is finishing up Grade 9 at LHHS.

Eustace says there are many things he hopes he's taught his children. The main one is the importance of treating people with respect.

"To be open and honest with yourself and with others. Work hard. Treat others how you'd want to be treated. Nobody is better than anybody else. We're all human beings on this great big planet," he says.

"And to stand up for the underdog, to support somebody who might not have that support. I've had my children in school stand up to bullies, to fight for what's right."

He's told them that if they're frustrated with a situation, they need to do something about it.

"If it's something you believe in, be willing to stand up for it and go for it. That's one of the reasons I became a coach, and my wife became a coach, and my daughter became a referee," he says.

"If you're not willing to make change or drive change or do something about it, it's pretty hard to speak about it. If you believe in it, be willing to do something about it."

The Eustace family is active in the community through sports and through professional organizations.

"I've been an active Rotarian for going on 23 years now."

He's a member of the Fredericton North Rotary Club and enjoys working on youth-related projects.

"I'm an avid supporter of Camp Rotary at Grand Lake. That's a fantastic operation there and they help so many different groups within the community," he says.

Through Rotary he's worked on

international projects as well as with leadership groups.

"We're trying to initiate a leadership program that would connect high school students here with high school students somewhere else in the world," says Eustace.

This would help give young adults a chance to see the issues others in their age group are facing in different parts of the world.

While there are differences, it also illustrates the similarities we all share and helps bring the world a little bit closer together.

"Mostly through sports, I teach leadership concepts to kids and to players," he says. "Just because the outcome of the game might not be what you want, you can still learn from it. What can you do to improve yourself, help your teammates? Dealing with the highs and lows of sport, and trying to keep everybody on the positive."

When asked what is most important in his life, Eustace doesn't hesitate.

"The most important thing in my life right now is my children and my family."

Professionally, he would like to be as successful as he possibly can.

"And that doesn't necessarily equate to a financial component," he says.

He wants to be able to utilize his professional experiences and background to be able to help out.

"I've sat on volunteer boards and committees in the past and utilized that experience to give back to the community," says Eustace.

"That's something else too that I've always tried to teach the kids, to always give back to the community. We're so fortunate in this world. You don't need to have deep pockets to give back, you just need to be willing to give of your time."

In that sense, he defines success as being able to give of his time to help out wherever he can, both professionally and personally.

"On the personal side, it may sound grandiose, but I want to try and make this place a little better than when I came in."

He's happy to do his part by helping keep kids active through sport or a group, or by being there to listen and advise if a kid needs someone to talk to.

"It doesn't seem like a lot, but I know from my experiences that I've had people who offered that to me growing up and I wanted to do the same," he says. "I know in the long run it will help somebody, and I can't ask much more than that."

Eustace describes himself as professional, open-minded, highly driven, focused on the individual. These are traits that have served him well both professionally and away from work.

"Focused, detailed, driven — I wouldn't be in competitive sport if I wasn't," he says, though he's no longer able to play sport himself.

"My knees are shot. I was a goalie and curled as a youth, I played soccer and did all kinds of activities. But I played hockey competitively as a goalie, and from those days my knees are toast. I can't play, as much as I would love to. I miss playing nets," he says.

"I'm still very active, I still love to sail and be on the ice and kick the ball around. I coached soccer for years before moving to Fredericton, and started to coach some basketball and be on the court."

As for what life has taught him, he says, "Life is good, but life is short."

You've got to go out and enjoy every possible moment that you can, he says.

"Everybody has good days and bad days, but you've got to be willing to live with the hiccups and the hurdles that life throws at you, try to turn it around and make the best of it."

Through his experiences and travels, he has come to realize how fortunate we are to be who we are, where we are, doing what we're doing.

"I'm very thankful for what we have, and try to teach the kids integrity and honesty and openness and some drive and motivation," says Eustace.

"It doesn't mean you have to be passive and wait for something to happen. You can create change and be positive. Change is good."

**TODAY'S
CROSSWORD PUZZLE**

- ACROSS**
- 1 — d'oeuvre
 - 5 Summer bulbs
 - 10 Fugue master
 - 14 Cosmetics brand
 - 15 Bolt for a girder
 - 16 — Stanley Gardner
 - 17 Goat cheese
 - 18 Organic acid
 - 19 Name in fashion
 - 20 Sci-fi conventioners
 - 22 El — (bottom-of-the-line)
 - 24 John, in Glasgow
 - 25 Depict unfairly
 - 26 Lamas' melodies
 - 29 Purse items component
 - 33 Find quarters
 - 34 Caramel-topped custard
 - 36 Doze off
 - 37 Dazzle
 - 38 Wishing undone
 - 39 Dernier —
 - 40 Thousand gee's
 - 41 Finales
 - 42 Ultima —
 - 44 Fan spreader
 - 47 Rowed or sailed
 - 48 Crooked
 - 49 — out (withdraw)
 - 50 Discombobulate

- DOWN**
- 1 Ax handle
 - 2 Walkie-talkie word
 - 3 By heart
 - 4 Winding around
 - 5 Barley and rice
 - 6 Cement component
 - 7 Rara —
 - 8 Wildlife refuge
 - 9 Lingerie item
 - 10 Moistens
 - 11 Pavarotti piece
 - 12 Hoofbeat
 - 13 Leander's love
 - 21 Petruccio's intended
 - 23 — So Shy
 - 25 Laurel and Getz
 - 26 Vise
 - 27 Host — Mandel
 - 28 Journalist St. Johns
 - 30 Not censored

PREVIOUS PUZZLE SOLVED

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Weight-loss surgery comes in three main options

DEAR DOCTOR K: I'm obese. I've tried to lose weight, but nothing has worked.

Should I consider weight-loss surgery?
DEAR READER: If you are severely obese, your best chance for long-term weight loss and better health may be weight-loss (bariatric) surgery.

You have several options. Some types of bariatric surgery shrink the size of your stomach — you fill up sooner.

Other types of surgery route the food you've eaten away from your small intestine, the place where nutrients (and their calories) are absorbed.

Some types of bariatric surgery do both. Three of the most common kinds of bariatric surgery are gastric bypass, gastric banding, and a newer procedure called sleeve gastrectomy.

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• Gastric bypass drastically shrinks the size of your stomach. After surgery, you feel full after eating very small amounts of food. The surgery also reroutes the passage of food through your body to bypass most of your stomach and upper small intestine. As a result, your body absorbs fewer calories.

Patients tend to lose weight rapidly for up to two years after gastric bypass. Many maintain a significant weight loss for 10 years or more.

But gastric bypass has a higher complication rate than other weight-loss surgeries, and the remaining stomach pouch can stretch over time.

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• Gastric banding is often called a "lap-band." During the procedure, a surgeon places an adjustable band around the opening of the stomach. This restricts the amount of food you can eat.

Compared with gastric bypass, patients tend to lose less weight, more slowly.

Also, weight loss is more dependent on your making healthy food choices after surgery.

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• Sleeve gastrectomy transforms your stomach into a narrow tube. The shrunken stomach is less likely to stretch out again than after gastric bypass.

It also produces less of the hormone that makes you feel hungry (see below). This helps you feel satisfied with less food.

Sleeve gastrectomy is considered to be less risky than gastric bypass or gastric banding, but the overall weight loss isn't as dramatic. It's no surprise that surgery which shrinks your stomach works, or that surgery that causes your small intestine to absorb fewer calories works.

However, there is a third way that many types of bariatric surgery work — and that is a surprise.

About 10 years ago it was discovered that the stomach makes a hormone called ghrelin that travels in the blood. When ghrelin reaches the brain, it stimulates your appetite.

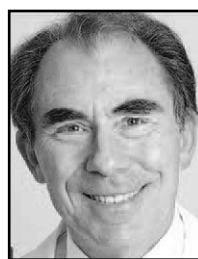
About three to four hours after our last meal, our stomachs start to make increasing amounts of ghrelin — and we start getting hungry.

The levels of ghrelin in the blood are greatly reduced by most types of bariatric surgery, because a smaller stomach makes less of the hormone.

We have more information on bariatric surgery in our special health report, Healthy Solutions to Lose Weight and Keep It Off. (Learn more about this report at AskDoctorK.com, or call 877-649-9457 toll-free to order it.)

If you choose to have weight-loss surgery, take advantage of medical, nutritional and counselling services before and after surgery to help your body and mind adjust to your new normal.

Dr. Anthony Komaroff is a physician and professor at Harvard Medical School. Go to his website to send questions and get additional information: www.AskDoctorK.com.



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