

Devoted to the history, natural history & future of Cape Breton



Supporting one another, after Issue 11 of *Cape Breton's Magazine*, Bonnie Thompson and recent Member of the Order of Canada appointee Ronald Caplan became work partners. Together, they produced the next 63 issues of the magazine and over 100 Breton Books.

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Catalogue format to publish the stories he collected, the photographs he took and the interviews he conducted which were all devoted to the history, natural history and future of Cape Breton Island in *Cape Breton's Magazine*.

During the production of the 11th issue of *Cape Breton's Magazine*, Mr. Caplan relied on assistance from Bonnie Thompson who remained with the publication through the subsequent 63 issues and continues to work with Breton Books.

Mr. Caplan said, "Bonnie's name is not mentioned enough. I have had 35 years of her help. She has always been alert, supportive and willing to take on a challenge."

For her part Ms. Thompson says,

"I've worked with Ron for 36 years, and I have to say that Ron is propelled by relentless energy, and is usually pursuing at least six ideas at once. He loves his work! He is

both supported and challenged by his wife Sharon Irwin, and occasionally deflected by obstinate resistance from me. We have fought hard over the placement of apostrophes, and laughed even harder and longer over our own foibles. The whole thing adds up to fun—with more to come!"

Breton Books, which Mr. Caplan founded in 1986, has now published over 100 titles.

Mr. Caplan said, "I get the honours while it is the older people who shared their stories of Cape Breton who helped me achieve that for which I have been honoured."

Cape Breton's MAGAZINE



The Plaster Quarry at St. Ann's
Father John Webb Builds Stone Buildings
Peter Willy Murphy, Hoboing Days
A Talk on the Life of the Beaver
John Hart of Port Hood—a Scrapbook
The Lakeboats on the Bras d'Or
A Visit with Capt. George Dolomont

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The cover of *Cape Breton's Magazine* from Issue #15 from 1976 depicting the Plaster Quarry at St. Ann's from years gone by.

BBB warns of scams targeting seniors

Special

Fraud targeting senior citizens is a growing concern as millions have fallen victim to scammers. The Better Business Bureau encourages families to keep the lines of communication open with their elders regarding finances and to recognize some common cons targeting senior citizens.

"Having a serious conversation with your elderly parents about how they are managing their money is not easy, but it is extremely important in order to help protect them from unscrupulous crooks," said Don MacKinnon, President and CEO of the BBB of the Maritime Provinces. "It's extremely important to keep the lines of communication open so that you can identify suspicious spending habits, as well as educate your elder family members on recognizing the red flags of common cons."

The BBB warns against the following five scams that commonly target seniors:

Sweepstakes and Lottery Scams

Typically, the victim receives a letter in the mail stating they have won a lottery or sweepstakes; it might even claim to be from Publisher's Clearing House or Reader's Digest. The letter instructs the victim to deposit an enclosed check and then wire a portion back to the company to cover taxes or administration fees. While the funds will initially show up in the bank account, the money will be removed when the bank determines the check is fake. The victim is out whatever they wired back to the scammers, often thousands of dollars.

• **BBB Advice:** Never wire money to someone you don't know. You should never have to send money to receive any winnings from a lottery or sweepstakes.

Bereavement Scams

Scammers will often try to take advantage of the increased vulnerability of senior citizens who have recently lost a loved one, such as a spouse. In one recent example, a mother and daughter team in the US would find targets by scouring the obituaries. They would then call the widow or widower and claim that their spouse had outstanding debts that needed to be paid immediately. Victims

would then provide a blank check or credit card.

• **BBB Advice:** Offer help to elderly family members if they have recently lost a loved one and are inexperienced in managing finances. If you are uncertain about owing a debt when collectors call, ask for written confirmation.

Deceptive Professionals

While many scams targeting senior citizens might not have a face, some scammers will be invited in the front door including technicians, contractors, chimney sweeps, air duct cleaners and other services. Some professionals will lie about the extent of the problem or claim safety issues inflate prices for unsuspecting senior customers.

• **BBB Advice:** Find professionals you can trust by checking out the BBB's directory of Accredited Businesses. Always research a company with the BBB before you hand over any money and report any deceptive services to your BBB and local law enforcement agencies.

Investment & Work at Home Opportunities

Promises of easy money often target older adults because they may be looking to supplement their income. The pitch might come in the form of an investment opportunity that promises big returns, or as a way to make money at home for an upfront cost. Regardless of the specifics, the victim is offered what sounds like a great opportunity but the extra income never materializes.

• **BBB Advice:** Beware of investment or money-making offers that seem too good to be true or use high pressure sales tactics to get you to sign up immediately.

Grandparent Scam

Telephone calls are received from someone claiming to be a grandson or granddaughter, who is stuck in a foreign country and needs money to get home, pay a fine or get out of jail.

• **BBB Advice:** Always ask the caller for the person's name or other personal information that only the relative would know. Do not wire money to someone that you do not know.

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