**Go Canada Go!**

With Canadian athletes set to compete against the world during the Paralympics, September 7-18, Mr. Berretta offers this bit of advice when it comes to performing at your absolute best.

“Believe in yourself,” says Mr. Berretta, who today is the Chairman of the Board of Governors of Shriners Hospitals for Children – Canada. “You have to tell yourself, ‘I can do this!’ You have to know you’re going to give it your absolute best, for the fans, your teammates, your coaches, and the sport you love.”

When Mr. Berretta ran out onto the playing field, with the Alouettes, and then as a member of the Grey Cup winning Ottawa Rough Riders, he would be in a bubble, dealing with both the task at hand, and emotions swirling in his head. “You ask yourself: ‘What if? This is your career!’ That’s what would go through my mind. But you have to maintain a positive attitude, sometimes with a little help.”

Mr. Berretta says he turned to ceremonial things to help maintain a positive attitude. “Many athletes are superstitious. I’d park in the same spot. I always sat on the same place on the bench. If a rookie sat there I’d say, ‘Get out of my spot!’ It’s the nature of things.”

Mr. Berretta says he played the game with “humility, devotion and determination.” Those traits served him well on the field and continue to serve him well, as owner of J.E. Hanger, a Montreal company that is a leader in the sales of orthopaedic prosthetic and surgical appliances.

“I started to work at J.E. Hanger during my playing days with the Alouettes. Knee injuries were prevalent at the time, and I asked myself: How can we protect athletes from this type of injury?” Mr. Berretta says he did some research and invented a knee brace in the 1970s that was patented and ended up being worn by professional and amateur athletes alike, including Bob Gainey and Larry Robinson of the Montreal Canadiens, as well as Canadian Olympic skier Steve Podborksi, and Dan Marino, quarterback of the Miami Dolphins. “It’s incredibly rewarding to have an athlete come over and thank you.”

These days, Mr. Berretta works closely with patients of the Canada Shriners Hospital to develop new orthotics and appliances to make their lives a little easier.

“Working with Shriners Hospitals for Children has been a highlight of my life and very gratifying,” says Mr. Berretta. “I have accomplished what I really wanted to accomplish -- helping athletes, and now helping kids.”