

SCENE

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Shinan: Friendly advice from Rana Florida



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Richard Florida, right, took a backseat to his wife Rana for once in Toronto the other night. George Pimentel

Edit your friends.

That was the crux of the message from **Rana Florida** at her le tout-attracting book party in Rosedale the other night. A fave of the T.O. social set, and the leggiest of the bunch, we'd commandeered a precious corner beside a table of way-pretty cupcakes, all concocted to reflect the cover of her canny new guide to living and working, *Upgrade: Taking Your Work and Life from Ordinary to Extraordinary*. Around us? A fit-for-fall room lit up with all miscellanea of movers, shakers, Brahmins.

"Time-affluence," Florida mouthed, handing me a touch-phrase that's in her book. Translation: Time really is your most valuable resource, which applies, naturally, to the people who populate your life. It was a subject I'd seen her broach a few weeks back when she appeared on the fourth hour of the *Today* show, with those wine-guzzling nutbars **Kathie Lee** and **Hoda**.

Toxic friends? Drop 'em! Pals who drain? Boot 'em! Ms. Tough-Love's message. In fact, Florida has a "rate your friends" list-making exercise that she'd encourage everyone to do. Do a ranking, name names, check it twice and then decide if that certain person is a negative (take, take, take), a zero (just filler) or a positive (people who you learn from, inspire you, etc.) ... then, proceed, accordingly.

Solid advice for party-curation, too, I gather.

Out to fete the author at the home of **Mark** and **Suzanne Cohon** was the whole set of a certain kind — people finally ready to emerge after the busy TIFF party season; others, just getting back in the party swing of things after a summer hiatus. The always-cool **Victoria Webster**, just weeks after popping out a third son, made the scene, as did the new Mrs. **Duncan Jackman**, **Rochelle De Goias**. **Ben** and **Jessica Mulrone**y were there. Ambling through: **Brooks Thomas**, the new-in-town vice-president of menswear at Holt's. MAC co-founder **Frank Toskan**: spotted. Doctors in the house: **Sandy Skotnicki** as well as **Trevor Born**.

Upgrading the party, too, quite naturally? Rana's other half, renowned city-ologist **Richard Florida**. For once, he was supporting his wife's book, and not the other way around.

That book, by the way, is a life manual of sorts, dolling strategies for success and meaning from a whole swath of successful people. Drawing on tips from people that range from **Andre Agassi** to **Zaha Hadid**, it also includes interviews with everyone from **Bill Clinton** to **Mario Batali**.