

# NorthONJobs.com's **Employers Want YOU**

## **Crafting The Perfect Resume**

## **What to do After the Interview**

## **How to dress for employment success**

## ***Coming out on top: Scott Baker's story***

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See pages 6 & 7

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## Prosperity for the North

The Northern Ontario Heritage Fund Corporation (NOHFC) is working to build strong, prosperous northern communities by fostering job creation and enhancing basic infrastructure to stimulate local economies. We are pleased to offer funding through six new programs: Enterprises North Job Creation, Youth Internship and Co-op, Northern Ontario Young Entrepreneur, Energy Conservation, Infrastructure and Community Development, and Emerging Technology. Together with our partners, the NOHFC is helping to ignite hope and opportunity across Northern Ontario. For more information please visit our website at [www.nohfc.com](http://www.nohfc.com).

## La Prospérité pour le Nord

La Société de gestion du Fonds du patrimoine du Nord de l'Ontario (SGFPNO) travaille à édifier des collectivités fortes et prospères dans le Nord en favorisant la création d'emplois et en rehaussant l'infrastructure essentielle en vue de stimuler les économies locales. La SGFPNO est heureuse d'offrir une aide financière par le truchement de six nouveaux programmes : le Programme de création d'emplois par les entreprises du Nord, le Programme d'éducation coopérative et de stages pour les jeunes du Nord de l'Ontario, le Programme des jeunes entrepreneurs du Nord de l'Ontario, le Programme d'aide à l'efficacité énergétique des petites entreprises, le Programme d'amélioration de l'infrastructure et de développement communautaire et le Programme de technologies émergentes. De concert avec ses partenaires, la SGFPNO aide à ranimer l'espoir et à créer des possibilités à l'échelle du Nord de l'Ontario. Pour en savoir plus long, visitez son site Web à [www.nohfc.com](http://www.nohfc.com).

# NorthONJobs.com's

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NORTHONJOBS.COM'S  
EMPLOYERS WANT YOU

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# Realizing dreams up North

**T**he reaction usually borders on shock. I've grown used to it. Eyes widen with surprise. Then the inevitable question gushes out, almost as a reflex.

"What are you doing living up there?"

When I hear that after explaining that I call Northern Ontario home, I usually smile quietly and reply, "Why not?"

Seven years after my arrival on a crisp, misty morning, I am still charmed by life up here. And even more convinced that my friends who call cramped city quarters home are the ones missing out.

Reasons for my friends' surprise range from the "fact" that "there's nothing to do" in the North, to the bitterly cold weather poor souls up here must have to endure, to the cultural isolation for someone like me.

Well, actually, I see all of these issues from a different perspective, and they come out as pluses.

Taking the last first, I'll admit that before I came to the North, I was wary about moving to a part of Canada where the non-European immigrant population was minuscule. But this fact has meant I've been able to develop strong bonds with the few fellow Caribbean folk I've come across. And I've also had the chance to open up and discover the sweet truth that friendship begets friendship, no matter if the people involved were born in Trinidad and Czechoslovakia or Italy. Being in the North has allowed me to immerse myself in the fiercely proud French Canadian community and to pick up the language. And I've had the opportunity to delve into the genteel First Nations heritage, whose philosophy and environment ethic resonate with me.

It's the issue of the weather that people find most confusing about my choice. "You come from the Caribbean," they say. "How could you leave all that sunshine for all that snow?"

To that I say, I love my homeland dearly and will never give up my Trinidad passport. But the truth is, after 28 years of life on a tiny tropical island — even with the palm-lined beaches and temperatures of 30 degrees Celsius in January — I needed a change. I look forward to winter; it's a novelty for me. I'm like a child when it comes to snow, down to making snow angels and catching flakes on my tongue. And when the temperatures sink to minus 30, I do what every other human being who lives in the North does — wear sensible clothing. That's all there is to it.

As for there being nothing to do in the North, well that's where the naysayers have it all wrong.

When it comes to recreation, I've never been so active in my life. For someone who's never been much of a

party-goer, life in a place surrounded by the forest, which for me is something of a cathedral, is a blessing. I am spoilt for choice of lakes on which to go ice-fishing or cross-country skiing. And it's a thrill to grab my downhill skis and go for a short walk through the woods and arrive at my town's ski slopes.

But the North has been best to me in the area of work.

It is here, in the quiet and beauty of these woods that I've been inspired to do what I consider my best and most important work as a writer.

Further, being in the North has allowed me to branch out as an entrepreneur. I've found more advantages here than I've found in other parts of Canada, and believe me, I've looked at many other options, having visited every major city from Ottawa to Victoria.

There's the lower cost of housing (never underestimate the effect of having a comfortable roof over your head on your ability to live happily and thus work more effectively); the lower cost of commercial real estate (the exorbitant rents in bigger urban centers probably would have put business out of reach); greater institutional support (because smart communities want to encourage those willing to take the risks that will create jobs); and the simple fact that in this smaller economy, you have a chance to develop stronger personal relationships with business partners (as opposed to the cut-throat environment in larger centers).

At this time in my life, Northern Ontario has proven to be for me a place to realize many dreams. That's why I am always surprised by those who find my choice surprising; I can not imagine *not* choosing the North.

I hope as you contemplate your own future as an employee or an entrepreneur, you will come to say the same.



**CELIA SANKAR**

*Celia Sankar is the founder and executive director of the DiversityCanada Foundation.*

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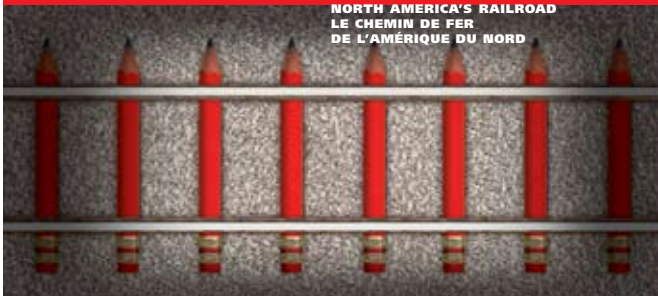
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## Scanning the Northern job scene

### By The Numbers

**12:** number of accredited colleges and universities in Northern Ontario

**12.8:** percentage decrease of young people (aged 15 to 29) in Northern Ontario from 1996 to 2001

**18:** percentage of persons aged 15 to 29 (approximately 141,560 people) in the total Northern Ontario population as of 2001

**18.3:** rate of youth out-migration in Northern Ontario from 1996 to 2001

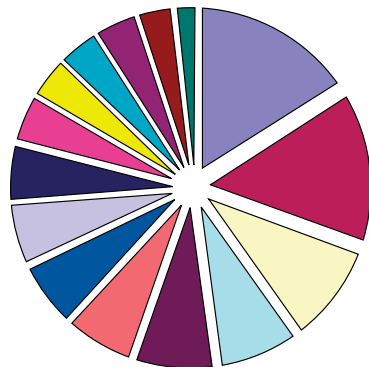
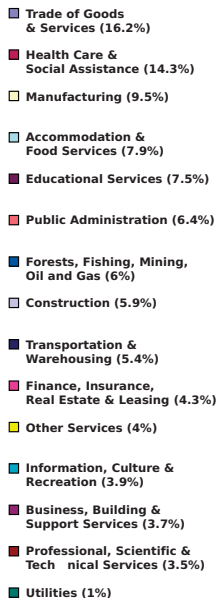
**19:** percentage of unemployed youth in Northern Ontario, more than six percent higher than the provincial average

**395,800:** number of people in the Northern Ontario labour force in 2004

**22 million:** amount of money FedNor has invested in helping more than 850 young Northerners find both public and private sector internship positions since 1997

*(Sources: FedNor, Ministry of Northern Development and Mines, and Statistics Canada)*

### What Northerners are doing:



## More than a penny for your thoughts

Every year, large numbers of youth leave Northern Ontario, never to return. Do you plan to follow in their footsteps? Or do you prefer to stay in the region for many more years, perhaps forever?

We want to hear from you.

Here's your chance to tell the world what you think of Northern Ontario as a place to live and work.

You can get more than a penny for your thoughts on the subject.

You can win \$1,000.

The DiversityCanada Foundation, the non-profit organization that promotes Northern Ontario as a great place to live and work and which has published this handbook, has launched an essay competition to hear what youth of the region think about the region. Called the NorthONJobs.com Essay Contest, the competition asks the question: "Why should any youth choose to live and work in Northern Ontario?"

"Give us your honest opinions," says Celia Sankar, executive director of the Elliot Lake-based organization. "If you think this is a great place, we want to know why. If you think this is a place from which you want to flee, it's even more important for us to know why. It's only when we know what you the youth are thinking that adjustments can be made to deal with the problem of youth out-migration."

The contest is open to all youth between the ages of 16 and 30 in the geographic region covered by Ontario's Ministry of Northern Development and Mines (ie from Nipissing and Parry Sound to Kenora).

### Prizes are as follows:

#### \$1,000 — First Prize

(sponsored by the Ministry of Northern Development and Mines through the Northern Ontario Heritage Fund Corporation)

#### \$500 — Second Prize

(sponsored by Osprey Media Group)

#### \$250 — Third Prize

(sponsored by Osprey Media Group)

#### \$50 & Membership Card — Honourable Mention

(7 prizes)

(sponsored by Costco Wholesale Canada Ltd, Sudbury)

Go online at <http://NorthONJobs.com> to submit your essay entry (one per person).

Essays must be between 750 and 1,000 words.

The deadline for essay submission is March 10, 2006.

So, get to your computer and start writing away.



# NorthONJobs.com's Essay Contest

Tell us what you think of  
Northern Ontario and

# WIN BIG

Answer the question:  
**Why should any youth  
choose to live and work in  
Northern Ontario?**

Tell us your views in between  
750 and 1,000 words.

The contest is open to all  
Northern Ontario residents  
between the ages of 16 and 30.

One entry is permitted per  
person.

**\$1,000 – First Prize**

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Northern Ontario Heritage Fund  
Corporation)

**\$500 – Second Prize**

(sponsored by Osprey Media Group)

**\$ 250 – Third Prize.**

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**\$ 50 & Costco Membership Card**

Honourable Mention (7 prizes)  
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Go to <http://NorthONJobs.com> to submit your essay online  
*Submission deadline is March 10, 2006. So get writing now and enter today!*



# Choosing the North

Chances are, if you spent your teenage years in Northern Ontario, you've felt the "itch." You know it - that intangible desire to get out of your hometown and see some of what the rest of the world has to offer. Maybe you reacted by traveling overseas; maybe you ventured out to school across the province.

Or maybe, just maybe, you realized you're happy where you are.

Travis Morgan is 21 years old. He lives in Whitefish, near Sudbury, and has done so since he was two years old. At a time when others are flocking South, he wouldn't live anywhere else.

Morgan is part of a new, ever growing group of young Northerners who are choosing to either stay where they are, or return after a few years of exploration.

His life has not exactly followed the traditional pattern of other youth. When shopping for schools at which to study political science, he passed on other institutions across the province, selecting instead nearby Laurentian University. It's a decision he does not regret.

"I was born here, raised here and I want to be educated here," he explains simply. "It's small, peaceful, and quiet. I don't get the feel of a 'big city' when I travel around Sudbury.



**TRAVIS MORGAN**

It's easy to relax."

Although he may one day have to leave Northern Ontario to study to be a lawyer (Laurentian does not currently offer a full law program), he hopes he doesn't have to. After all, he's got big plans for when he's done.

"I plan to be a lawyer in the field of human rights," he states. "I'd like to do general practice for deaf clients in Northern Ontario. Maybe (become) a judge later on. I would (also) like to be an MP eventually."

Morgan's interest in helping the hearing impaired stems from personal experience, as he is deaf. And while his disability has not presented him with any serious employment barriers, it has made things a little difficult at times.

"Jobs that don't require hearing

are easy to get," he comments, "but for jobs that require hearing, I must prove myself all the time."

For instance, when working as a soccer referee, he was told that many coaches did not like him calling games. This wasn't because of any skill deficiency - he knows the game inside out - but rather because they were unable to verbally convey their anger when they disagreed with a call.

Still, Morgan remains confident he'll be able to fulfill all his goals.

"Being deaf does not mean I can't get a job," he states.

"(Studying) history, law and social studies has helped me want to achieve what I want to achieve. (These subjects) have helped to show me that anyone can do anything in Canada."

So, why is such a bright, motivated young person choosing to stay in the North? Does he not feel pulled to pursue his opportunities further south?

"I plan to stick around," he states. "Southern Ontario may have more jobs at a higher salary, but they have a higher cost of living. (Here), the cost of living is pretty low. It's cheaper to buy a house around here than it is to rent an apartment in Toronto.

"This is my home, and I love it here."

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# Assessing and planning

You know it. It's time for a new career. And whether you've only recently decided to find a new occupation or you've been casually hunting for years, it's time to take action.

Your task is indeed large, but it need not be discouraging. With proper planning, hard work,

attention to detail, and, yes, a bit of luck, you should be on a promising career path in no time.

In the following pages you'll find slews of valuable tips, ideas, and personal stories gleaned from Northerners of all stripes, from rookie workers to employment experts. Happy hunting!

**S**ometimes, it isn't easy to start over. Employment consultant Lil Currier sees this all too often in her work at Sault Ste Marie Job Connect. Every day, she advises young people aged 16 to 24 as they assess their potential and plan their futures. And every day, she deals with the same problem: indecision.

Most young people who pass through her doors have no idea where to start. Often, a client will come in, sit down, and simply ask, "What should I do?"

It's not an easy question for anyone to answer, as many of her clients are encumbered by serious barriers to employment. A large number have less than a grade 12 education. Some have young children, legal issues, or family troubles to contend with. For many, Ontario Works has become a necessary source of income.

This problem is not simply a matter of lack of skill; lack of confidence is a major player as well. Many young workers Currier sees say they'd prefer to work in the background, and don't feel they would be able to succeed in more high-profile, high-paying jobs.

It doesn't have to be this way, she says. Individuals with limited credentials and abilities can still find meaningful work. "It's just a matter," she explains, "of setting realistic goals."

For example, one client came to Currier last year stating she thought she might want to be a teacher. The young lady only had a grade ten education, making a quick switch into the profession impossible. Instead of scoffing or directing the young

## Moving from "job" to "career"

applicant in a different direction, Currier helped her client to establish a tangible short-term goal: getting a grade twelve (or equivalent) education.

Seems simple, doesn't it?

Not exactly. In order to create such a plan, you've got to know what you want to do. And, according to Currier, honing in on what a young job seeker is interested in represents a "big part" of the process.

Career testing and employment counseling are both excellent options. Most colleges and universities in the North offer assessment programs, as do some government agencies and private consulting companies. These tests help you figure out what you're good at, what you like, and what occupations might combine the two.

Once you've narrowed down a few options, you'll be ready for the next step: planning out your job hunt strategy. From the experiences with her clients, Currier knows the most effective way to do so is by mixing research and hands-on investigation.

### 1. Get online...

"(A good part) of it," Currier advises, "is going onto the Internet and looking at different Web sites."

Virtually every modern industry has a slew of sites devoted to it, many with detailed facts and employee testimonials. Visit <http://NorthONJobs.com> and go to the Career Center to find links to a multitude of helpful sites that will

point you to various career options. Are you technologically illiterate? No matter. Even if you don't know the difference between a URL and a USB, it's a good idea to book an appointment at an agency like Job Connect. They're there to help you through it all, including navigating the digital maze.

### 2. ...but don't get bogged down in the reading.

While an online hunt can provide plenty of background information, it doesn't necessarily show the whole picture.

"There is so much written material out there," Currier explains. "Too much written material isn't great – people don't necessarily respond to that."

There's more to a career research than words on a screen (or paper). She suggests adopting alternative means of investigation, such as phone calls or informational interviewing. Even something as simple as testing out a hypothetical job routine – for example, trying out a 5:00 a.m. wake-up call – can be an awesome way to gauge if a certain career is for you.

### 3. Get out there...

In Currier's opinion, a hands-on approach to occupational study is almost always the best way to see if a particular industry is for you.

"Go in and talk to an employer," she advises. "That's the best way to find out what a job entails. Get it firsthand."

**continued...**

Say you're interested in becoming a carpenter. Currier recommends you establish contact with some contractors or foremen, preferably (but not necessarily) someone you have some sort of connection with. Offer to buy them a coffee so the two of you can discuss the nuts and bolts of the industry.

While this approach may seem intimidating, Currier says employers are more often than not receptive to the questions of young workers; after all, you're the future of their industry. Just remember not to take it personally if they're too busy to fit you in right away.

#### 4. ...but don't get discouraged.

Even if you've never had a meaningful job, there's no need to panic as you explore possible job paths. Inexperience is far more common than you may think it is.

"It's surprising the amount of people who are 18, 19 and 20 who've never had a real job." Currier explains, "but there are supports in place to help people who have no work experience."

For example, a lack of experience can be compensated for by upgrading your education or volunteering for a local not-for-profit organization. Also, there are some government-sponsored wage subsidies available for employers who hire inexperienced workers, making it an appealing option for many companies.

\* \* \* \*

A proper program of assessing, researching, and planning will almost always yield rewarding, long-term employment.

"We see a lot of people (coming in after) hopping from job to job," Currier explains. "And I mean, there are jobs, and then there are careers."

After years of helping hundreds of youth make the transition from the former to the latter, she can say with confidence the results are immensely rewarding.

# Oh where could my perfect job be?

## Here's where to look for your next job:

### The Internet

Ever since the digital revolution took root in the 1990s, job-hunters have been speeding down the information superhighway in search of the perfect position. Virtually every major company has a "careers" section on their site, and there are several job boards where you will find announcements from a large number of employers. The DiversityCanada Foundation, publisher of this handbook, operates a website specifically designed to bring you career offers from employers from Northern Ontario. Visit our website at <http://NorthONJobs.com>.

**Pro:** Volume, volume, volume. You'll have access to more postings than you can fathom. Plus, you can hunt in your pyjamas.

**Con:** When looking online, you may find something fantastic, only to scroll down and find out it's a three-year contract in Antarctica. Also, on certain sites, the anonymity of the 'Net can attract some shady employers.

**The bottom line:** As long as you proceed with caution and stick with reputable sources, the Internet could be your best friend as you aim toward employment.

### Classified ads

This one's been around for generations of career crusaders. Turn toward the back of your newspaper and you'll find an assortment of neatly-indexed, condensed postings of openings in your area.

**Pro:** You won't find many postings for Antarctica here, especially if it's a

community-based publication.

**Con:** It's usually slim pickings if you're looking for anything outside your hometown.

**The bottom line:** With such a brief format, the classifieds are still a great resource, particularly if you're pressed for time or hunting casually.

### Career fairs

The career fair presents a familiar sight for many veteran job seekers – vast convention centers packed to the gills with perky, smiling ambassadors for dozens of different companies. Loud, bustling, and often chaotic, career fairs are there explicitly for hunters like you.

**Pro:** With so many options available, you may find yourself drawn to an industry you may have never considered before. Many accessible and diverse employers choose to seek workers in this forum, since fairs tend to attract a broad range of applicants. Also, some companies accept resumes and interview on-site.

**Con:** In some cases, much of what you encounter will not be actual employers, but rather temp agencies or training organizations after your wallet, not your services.

**The bottom line:** Career fairs are never a bad idea to check out, but they're best used to complement, rather than replace, a more specific search.

### On-campus recruitment

This is a great option for individuals

**continued...**

currently upgrading their education. As the school year progresses, many companies hold recruitment sessions for potential future employees at campuses across the country. These sessions will often be smaller, more informal affairs, with presentations, plenty of glad-handing, and, quite often, free food.

**Pro:** Hey, the employer is coming to YOU! How much easier could it get?

**Con:** Companies are often looking for highly specific candidates, usually in professional or skilled trade areas. General arts and science students are usually out of luck.

**The bottom line:** On-campus recruiting makes a difficult process a breeze, provided you've got the specific skills they're looking for.

### Cold calling

For the truly brave, there is always the dark horse of the job hunt – the cold call. Rather than wait for a position to come up, cold callers use phone, email or snail mail to put their name in at their companies of choice.

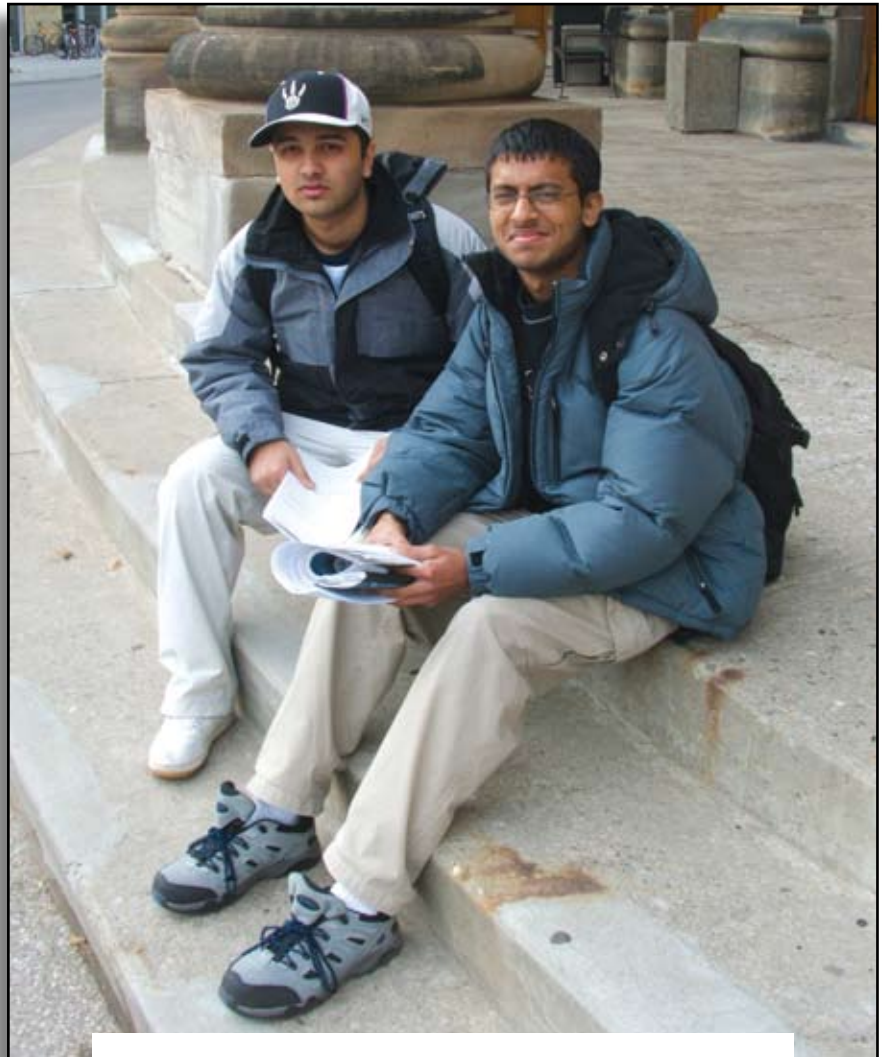
**Pro:** Unsolicited resumes tend to stand out, causing employers to remember you as a genuinely interested candidate when a position opens up. Occasionally, if they're really impressed, they'll create a new position, just for you.

**Con:** You're likely going to get a lot of polite statements like, "We're not accepting resumes at this time," and the occasional ego-crushing hang-up. At times frustrating and downright demoralizing, this one ain't for the faint of heart.

**The bottom line:** If you're really determined to work at ABC Corp, cold calls can be a great way to show your enthusiasm – who knows what may happen.

### Networking

This is an excellent and effective method to get your name out there. Tell everyone from your hairdresser to your new neighbour to the kid selling lemonade on the corner that you're



#### YOUTH SPEAK:

*"We know what we want to be," says Baseer Yasseen, an aspiring pharmacist (right), hanging out with friend Orville D'Souza. "But we're not sure if we'll get in (to the program)."*

looking for work, and ask if they might have any idea about potential leads. Connections are invaluable in this day and age – actually they've always been – and you never know who the person you're speaking with knows.

**Pro:** Your doctor's brother's wife could be a partner in that law firm you've been checking out. With a few strategically placed phone calls, you may be able to net a lunch meeting. Plus, you'll build a solid roster of

industry contacts that you'll likely be able to use throughout your career.

**Con:** "Selling" yourself at all times can be exhausting. After awhile, you may just want to make small talk about the latest Oilers game instead.

**The bottom line:** Networking is a wise idea in any job search. It shows you are keen, committed, resourceful and confident in your own abilities – attributes most employers are looking for.

# If your schooling isn't up to snuff

Heading back to class is not only a good way to pony up on your skills in a changing environment, it can effectively compensate for a weak work history. Basically, it never hurts to upgrade, whether you're trying to hammer down high school or perk up your PhD. Here are some options when you need to give your brain a boost:

## Secondary:

Get in touch with your local school board to learn about any available adult education, distance study, grade 12 equivalency, and/or night course programs in your community.

## Post-secondary:

There are 12 accredited colleges and universities

across the North, many of which boast satellite campuses in remote communities. Call or surf the websites of individual schools for lists of programs, admission requirements and tuition fees.

### Algoma University College

www.auc.ca  
1520 Queen Street East  
Sault Ste Marie  
ON P6A 2G4  
1-888-254-6628

### Cambrian College

www.cambrianc.on.ca  
1400 Barrydowne Road  
Sudbury, ON P3A 3V8  
1-800-461-7145

### Canadore College

www.canadorec.on.ca  
100 College Drive  
North Bay, ON P1B 8K9  
(705) 474-7600

### College Boreal

www.borealc.on.ca  
21, boulevard Lasalle  
Sudbury, ON P3A 6B1  
1-800-361-6673

### Confederation College

www.confederationc.on.ca  
1450 Nakina Drive  
Thunder Bay, ON P7C 4W1  
1-800-465-5493

### Lakehead University

www.lakeheadu.ca  
955 Oliver Road  
Thunder Bay, ON P7B 5E1  
(807) 343-8110

### Laurentian University

www.laurentian.ca  
935 Ramsey Lake Road  
Sudbury, ON P3E 2C6  
1-800-461-4030

### Nipissing University

www.nipissingu.ca  
100 College Drive  
North Bay, ON P1B 8L7  
(705) 474-3450

### Northern College of Applied Arts and Technology

www.northernc.on.ca  
(705) 235-3211

### Northern Ontario School of Medicine

http://www.normed.ca  
West Campus: 955 Oliver Rd  
Thunder Bay, ON P7B 5E1  
(807) 766-7300  
East Campus:  
935 Ramsey Lake Road  
Sudbury, ON P3E 2C6  
(705) 675-4883

### Sault College

www.saultc.on.ca  
443 Northern Avenue  
Sault Ste. Marie, ON P6A 5L3  
1-800-461-2260

### White Mountain Academy of the Arts

www.whitemountainacademy.edu  
99 Spine Road  
Elliot Lake, ON P5A 3S9  
1-800-368-8655



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# Get your toe in the door before you graduate

In recent years, many post-secondary institutions across the North have embraced the concept of co-operative education with more enthusiasm than ever before. Through school-sanctioned placements, thousands of students have the opportunity to gain invaluable practical experience in the field they're about to enter.

For instance, students in Chef Kimberly Ann Coates' chef training course at Cambrian College are required to do an on-the-job placement as a part of their curriculum. It's an excellent system; students learn the ropes of a notoriously competitive industry in a realistic setting, and are often offered a summer or contract job at the end.

Not everyone has access to such an automatic "in," however. For most students, finding post-grad employment is a stressful task, made all the more onerous by a finite deadline, academic duties, and rumours of your classmates' vocational victories.

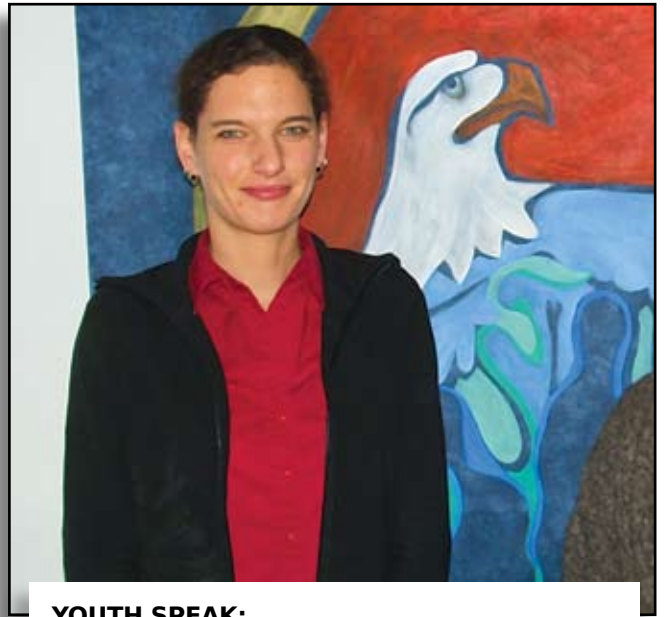
For co-op and regular students alike, Coates recommends you start early to minimize the pressure. Regardless of what course you're in, if you're in your final (or, as the case may be, only) year, you should begin the job search before the snow hits the ground.

Often, your instructor will be happy to help. As a seasoned industry veteran, Coates likes to dispense advice based on her first-hand experiences. "I explain the differences between what's out there for (students)," she says. "I like to provide a good introduction to all the different options available."

In addition, many colleges and university programs offer workplace communication courses, which teach students who to approach for work, what to include in a resume, and how to present themselves in an interview.

Coates' program is remarkably successful: close to 90 per cent of students get the job they're looking for after graduating, and many have gone on to work at such prestigious facilities as the Chateau Lake Louise, Deerhurst Resort, and the Banff Springs Hotel. While she admits her program is unique, she is confident a far-sighted, planned approach could work in virtually any post-school job hunt.

"I think the strategy is the same in any industry. All programs could do the same thing," she says. "You just have to start by encouraging students right away."



## YOUTH SPEAK:

*"Letting people know you are looking for employment can be very useful. I quite often will put the word out when I'm looking for employment in a specific community or field. This has helped me to be referred to jobs, have my name recommended for interviews and ultimately connected me with employment."*

*- Shannon Simpson*

While arranging a resume may be the last thing on your mind as you prepare for Christmas exams, if you really want to make the transition to a fulfilling career, advanced preparation is a wise strategy.

"(Don't) wait till the last minute," Coates stresses. "Don't wait until graduation comes along and you think 'What am I going to do?'"

Just think how smug you'll feel when everyone else is stressing in May.

If your course doesn't have a co-op program or if you are not in school and don't know anyone in your industry of choice, there are still ways to gain a competitive advantage in the job market.

One is to volunteer. Thinking of being a teacher? Sign on to teach a children's class at the library. Interested in public relations? Serve cocktails at the industry's big schmooze-fest. Not only does volunteering look fabulous on a resume, but you'll be making fantastic connections as well.

Another sure tactic is to get into an association or club for your chosen field. Find out if you can attend any of their events as a guest or if you can become an associate member at a reduced cost. Try to meet as many people as you can. Chances are the person you're talking to knows someone, who knows someone who's got the job for you.

# Crafting the perfect resume

**A** resume is never complete. It's a work in progress." If you remember one thing throughout your job hunt, Cambrian College workplace communications professor Gail Tarnowycz wants this to be it.

The curriculum vitae is a crucial document. It's a one-page encapsulation of who you are, what you've done, and why you'd be good for the job at hand. As you are constantly evolving and growing as an employee, your resume should too.

In her line of work, Tarnowycz helps students in the college connect with the employment world. When many individuals come to see her, they arrive with the same sheet of paper they've been recycling since high school. Often unprofessional and spotty, such a document simply doesn't cut it in the real world.

"You need an adult resume," Tarnowycz says bluntly.

That may mean more than just omitting that job flipping burgers when you were 15 or nixing your crazy\_party47@hotmail.com email address.

For those who have major gaps in employment or education, Tarnowycz recommends alternative resume styles, such as one that emphasizes skills rather than traditional, chronological accounts of employment.

"That way, what the employer sees first are your skills, as opposed to (experience)."

The key to doing this successfully is to emphasize relevant experiences. For example, say you're applying to a management position. Something as simple as leading a childhood Brownie class can highlight valuable (and desirable!) organizational capabilities.

To further pump up your resume, Tarnowycz also recommends the following:

**Avoid empty statements.** "Anyone can say 'I communicate well,'" she reports. "You need to tell me HOW you communicate well. I'm always looking for proof." She recommends you take time to write out "proof stories,"



## YOUTH SPEAK:

*"I plan to be a historian, perhaps. I am really anxious about the whole job (search) seeing as I've never had experience."*

*- Mikaela Valenzuela*

small anecdotes to explain the broad statements outlined in the resume. Not only will this help you pinpoint your proven strengths, it will also prepare you better for the interview situation.

**Tailor your resume to the job you're applying to.** While your sixteen-year-old self no doubt gained valuable pepperoni knowledge in your three-month stint at Poppa Bob's Pizzeria, the executives at the accounting firm to which you're now applying may not care. Perhaps driven by insecurity or lack of experience, many prospective employees choose to list every job they've ever had. Quantity is never better than quality, however. As Tarnowycz says, it's much more effective to prioritize and expand on pertinent experiences. "Focus only on the experience you've gained that's immediately relevant to the job you're applying to."

**Highlight soft skills.** More and

more employers are placing value on a worker's ability to function within the organization. Communication skills, organizational expertise, and the ability to function amicably in the workplace are all qualities many of today's bosses seek. "I can teach you how to apply heavy equipment," Tarnowycz explains, "but I can't teach you how to fit into the organization."

**Avoid computer templates like the plague.** Sure, that template makes your resume look pretty spiffy on the screen. It's not going to help you out much, however, when your list of credentials looks exactly like hundreds of others. Tarnowycz suggests using templates or resume packages only as a starting point to learn about the basic structure of a resume. "Don't follow it for style and design." Rather, take some time to develop a clean,

**continued...**

crisp, and unique format of your own.

**Make your first page easy on the eye.** Nothing distracts a potential employer more than a cluttered, unorganized resume. To avoid this, make your spacing and formatting consistent, and be sure to leave plenty of white space. This is particularly important on the first page, which should present your most hireable attributes to your future boss. Tarnowycz recommends centering the strongest points of your resume in the middle of the page, a space readers tend to naturally hone in on. “What I want to see is a key area on the front page,” she says, “where the human eye is going to gravitate to.”

**Watch your length.** While it may be tempting to keep writing about how awesome you are, Tarnowycz cautions that length is a major issue in many resumes she encounters. A two-page C.V. has long been the standard; however, if you can condense it even more, all the better. Anything longer than a pair of pages is too much. “If you can put all your information onto a single page, I’d say that’s very good,” she advises. “I tend to lean toward a more conservative route. Less is more.”

**Call in your proofreaders.** Having a second or third or even fourth pair of eyes peruse your product may seem a bit of an inconvenience, but the importance of proper spelling and grammar is impossible to over-emphasize. “If I’m looking to hire someone, (their resume) has to be absolutely error-free,” says Tarnowycz, echoing the attitude of many employers.

## Should you self-identify?

**M**any companies today are making a concerted effort to include in their workforce people who have been traditionally under-represented. These employers encourage applications from visible minorities, Aboriginal people, women, and people with disabilities.

How would they know you belong to one or more of these groups? You’ve got to tell them, or “self-identify”, as they say.

Some career experts believe the fact that you belong to an equity group should not be stated at all in your resume or cover letter, but that your qualifications alone should get you into an interview.

Other career experts would encourage you to self-identify, especially when applying to Equal Opportunity Employers. These experts say, at the very least, you should fill in the optional portion of application forms which ask whether you belong to an equity group.

But there is one thing almost everybody agrees on, and this includes employers interviewed by the DiversityCanada Foundation, publisher of this handbook. The fact that you belong to an employment equity group *should not be your one distinguishing characteristic*. The skills you have to offer should be a good match for the position in question, regardless of your

**There is one thing almost everybody agrees on...**

cultural background or status as a person with a disability.

You may find, however, that the fact that you belong to an equity group allows you to offer the employer something extra. In such a case, you would do well to show up your winning qualities and skills.

If you were an employer, what would you think after reading cover letters with statements like these, for example?

### Candidate A:

“As a result of an accident, I lost most of my hearing as a teenager. Since then, I have worn a hearing aid and have learned to read lips, which allows me to function as any fully-hearing person. This has made me more attentive to and considerate of others. I believe this will serve me well in the role as receptionist at your company.”

### Candidate B:

“I was pleased to note that XYZ Mining Corp is an Equal Opportunity Employer and that your plans for 2006 include outreach to the First Nations where your operations are located. As a person of Ojibway heritage who speaks the language fluently and has strong ties with many Tribal Councils through my participation in various youth activities, I believe I would be an asset to your community relations department.”

## Keeping your cover letter in check

Now that you’ve got a solid-gold resume, you’ve got to think of how you’re going to present it. A good cover letter can say volumes about who you are and what you want – if you let it. Here are some tips to ensure your first contact with an employer is a memorable memo.

**Keep it short:** A cover letter should never, ever be longer than one page.

**Keep it in perspective:** As you’re writing, remind yourself of what it is you want from this letter, and how you would interpret it if you were the employer.

**Keep it relevant:** You don’t have to discuss everything on your resume. Only highlight experiences and skills that directly pertain to the position at hand – and cap it at two or three examples.

**Keep it on track:** It’s easy to get carried away when writing about yourself, but no one wants to read a five-sentence account of some presentation you delivered two years ago. Save the play-by-play for your autobiography.

**Keep it correct:** There’s nothing quite so jarring as a typo or grammatical error in the first sentence of a cover letter. And it happens far more often than you’d think.

**Keep it polite:** Use proper titles (Sir/Madam, Mr./Ms./Mrs./Miss). Introduce yourself in the first paragraph, and be sure to thank the employer for considering your application.

*See the next two pages for examples of good and not-so-good resumes and cover letters.*

- Jane is using a typical, bland computer software template here. It's boring, and will likely get lost in the pile.
- The volley\_grrl\_743 email address is unprofessional and juvenile. She needs to pitch it in favour of something more grown-up.
- Jane is not at all consistent in her formatting. Note how some bullet points are missing, while others are out of alignment with the rest of the document.
- She also shifts between point-form and full sentences, making her tone confusing.
- Not only is it unnecessary for Jane to mention her reasons for leaving Northern Career College (it's the sort of thing best left to an interview), she uses a negative language in doing so – a big no-no on any resume.
- With the possible exception of her time at Global Athletic, none of her jobs here is relevant to the position she wants.
- She states in her objective that she wants to be a personal trainer, but makes no mention of any qualification for this until the final sentence on the page.

On the whole, this is an amateurish, poorly constructed document. Jane has not presented her skills in a way that will even capture the employer's eye, much less his or her attention.

123 Boreal Blvd, Timmins, ON (705)555-1234  
volley\_grrl\_743@northmail.com

## Jane Doe

**Objective** I want to find a good job as a personal trainer that pays well.

**Experience**

2004–2005 Global Athletic Sault Ste. Marie, ON  
**Sales clerk**

- Stacked shoes and other inventory on store shelves
- Operated till
- I helped customers find what they were looking for
- Promoted to weekend Assistant Manager

2004 Flare's Fashions Timmins, ON  
**Sales clerk**

- Helped to dress mannequins after hours, operated till

Regular overtime in back-to-school season

2003-2004 Big Burger Timmins, ON  
**Cook**

- Worked grill and deep fryer
- Did opening checklist and evening clean-up
- Got Smart Serve

1999-2002 Cuppa Coffee Timmins, ON  
**Cook and dishwasher**

- Helped make deserts and lunches
- Operated dishwashing equipment
- Got WHIMS training

**Education**

2002-2003 Northern Career College Sault Ste. Marie, ON

- Finished first year of Child and Youth Worker program before dropping out because it wasn't for me

1998-2002 Northern Secondary School Timmins, ON

- Graduated with high school diploma
- Given award for being captain of volleyball team

**Interests** Volleyball, running, cycling, climbing, softball, socializing. Finished a certified personal trainer program in 2005

## JANE DOE

123 Boreal Blvd. Timmins, ON  
Phone: (705) 555-1234  
Email: j\_doe@northmail.com

### OBJECTIVE

- To start a career as a personal trainer in an energetic and stimulating environment

### SKILLS

- Excellent people skills, enhanced by a friendly and upbeat personality
- Proven leadership abilities aimed at ensuring optimum customer service
- Able to motivate co-workers and customers with energetic approach to work
- Certified in Workplace Hazardous Materials Information System (WHMIS) and Smart Serve training

### EDUCATION

- 2004 Canadian Fitness Organization, Ottawa, Ontario
- Completed three-month Certified Fitness Trainer program through correspondence study
  - Received Honours designation for excellent course performance
- 2002-2003 Northern Career College, Sault Ste. Marie, Ontario
- Completed introductory year of Child and Youth Worker program
  - Demonstrated excellent work habits and study skills in a challenging academic environment
- 1998-2002 Northern Secondary School, Timmins, Ontario
- Completed Ontario Secondary School Diploma with a 75% average
  - Earned the prestigious Leadership Award for efforts as captain of the Senior Girls Volleyball Team

### INTERESTS

- Passion for sports, especially volleyball and running
- Enjoy meeting and interacting with different people every day

- Jane's name and contact information are cleanly — and prominently — displayed here. Note the new, professional email address.
- Her objective is concise, accurate, and professional. The formatting and tone are both consistent, and the layout is clean, unique, and easy to read.
- Since Jane does not have a lot of experience, she is wise to highlight her skills at the focal point of the page. Her leadership abilities, friendly personality, and training were all referenced in her first resume, but not in a way that made employers take notice.
- As it should be, Jane's recent Canadian Fitness Organization education is listed prominently, with her other training included mainly to support it.
- In selectively highlighting interests that support her aptitude for this position, she's presenting a well-rounded candidate for the job.
- No employment history is listed here, but since she has no direct experience correlating to the job at hand, such information is best held for the second page of a resume.

This is a marked improvement over Jane's first effort. It's succinct and clean, and does a fine job of representing her true abilities. While her lack of experience may still hinder her hunt, this resume should at least pique the curiosity of any employer.

**Jane Doe**

123 Boreal Blvd., Timmins, ON

January 16, 2006

PowerGym  
555 Energy Drive  
Sault Ste. Marie, ON

Dear PowerGym:

I believe I am a good person to work at your gym.

I love sports a lot. For all of my life I have played volleyball and softball. I also love running, biking and climbing.

I have lots of work experience. I recently worked as sales clerk at Global Athletic, where I dealt with a lot of sports related issues, such as helping athletes find the right equipment. I have also worked as a sales clerk at Flare's Fashions, as a cook at Big Burger, and as a cook and dishwasher at Cuppa Coffee.

I graduated from high school and finished one year of a Child and Youth Worker program at Northern Career College in Sault Ste. Marie. Over a year ago, I finished a Personal Trainer program with the Canadian Fitness Organization.

I think I would be an excellent fit in your organization. Please call me if you are interested at (705) 555-1234.

Sincerely,

*Jane Doe*

Jane Doe

1. Again, Jane is using a generic template here, and again, her application will likely get lost in the pile.
2. Addressing the letter to 'Dear PowerGym' makes Jane appear to have done no research at all on the company.
3. Her writing is basic and dull. In starting every sentence with 'I', she has created a repetitive and uninteresting read.
4. Jane does not list any skills or expand on any anecdotes in this letter, making it little more than a repeat of her resume.
5. She writes her letter in chronological order. While this isn't necessarily a bad idea, in this instance it places irrelevant information near the front.

This cover letter is poorly written, sparse, and boring. There is nothing in it to suggest she's done any research on PowerGym at all, and, aside from her sentence explaining her training, nothing to prove she's qualified. The letter is formulaic and cold; in no way does she come across as the 'excellent fit' she claims to be.

1. Jane starts this off strongly; she has done some research to learn that Jim Flex is her contact for the job, and addresses him professionally and appropriately.
2. Her opening paragraph is sharp and concise: she lists her name, what she is writing, and why she is doing so.
3. The third paragraph is Jane's 'meat and bones.' Here she lists two highlights from her resume (her training at the Canadian Fitness Organization and her high school captainship), briefly annotating each with positive results (Honours status and the Leadership Award).
4. Jane's fourth paragraph proves she's done some research on the company. She locates its mission and explains why she would fit well with it.
5. She concludes her letter with a professional (yet friendly!) note to explain how to contact her.

This letter is a vast improvement. Instead of listing everything she's done, Jane has carefully chosen a few experiences to truly show her aptitude for the job. She has tailored this letter specifically towards PowerGym, taking extra care to emphasize why she would be a good fit for the company. She selectively lists her experience, training, and goals; in the process, she makes a strong case for her employability.

**JANE DOE**

123 Boreal Blvd. Timmins, ON  
Phone: (705) 555-1234  
Email: j\_doe@northmail.com

January 16, 2006

Jim Flex, Manager  
PowerGym  
555 Energy Drive  
Sault Ste. Marie, ON

Dear Mr. Flex:

My name is Jane Doe, and I am writing to express my interest in the position of personal trainer at PowerGym. As an enthusiastic and energetic Certified Personal Trainer, I feel I would be an excellent fit in PowerGym's active, results-based fitness environment.

In my training at the Canadian Fitness Organization (CFO), I developed an exceptional knowledge of physical exercise while creating unique workout programs for a wide range of clients. Strong course performance earned me Honours status and personal commendation from three different instructors. In addition, my years of captaining sports teams have made me a natural leader and motivator. As captain of Northern Secondary School's Senior Girls volleyball team, I guided a relatively inexperienced group of athletes through intense practices, team-building exercises, and confidence-boosting lessons. To honour this, a delegation of coaches chose to present me with the prestigious Leadership Award.

I truly believe in PowerGym's mandate of connecting individual needs with individual achievement. As an active athlete, I understand the importance of tailoring unique programs to suit each client's goals, abilities, and needs. With my keen attitude and proven qualifications, I think I would be a perfect fit with the PowerGym team.

If you are interested in discussing my career options at PowerGym further, I can be reached any time at (705)-555-1234.

Thank you very much for your consideration.

Sincerely,

*Jane Doe*

Jane Doe

## How to Ace That Interview: Part I

# What the career experts say

**S**o, you found a posting for a company you're really interested in working for. You worked hard to craft a perfect resume and cover letter for the job. And, lo and behold, it worked – you've been called in for an interview.

You're on cloud nine. But as the interview date draws closer, excitement morphs into dread.

Now what?

The interview is considered by most job hunters to be the most intimidating part of the hunt. And understandably so. There's a lot riding on that first face-to-face meeting, and it's easy to get overwhelmed by the situation.

According to Lorraine Boland, this doesn't have to be the case.

As Executive Director of YES Employment Services in Thunder Bay, Boland has been helping youth find meaningful employment for more than 17 years.

"There's a lot of stress for people going into an interview setting," she reflects. "It doesn't always allow a person to project in the way they want. It's important to show what you have to offer, and to ask them what they have to offer. It's not always easy."

With enough forethought and planning, however, that terrifying meeting with your potential bosses can be enjoyable – and a smash success. To make it so, Boland suggests one simple mantra: prepare, prepare, prepare.

### Do your homework

By getting to know the organization, you'll be better prepared for the meeting. A company Web site is a fabulous way to learn about the history and ethos of a business. If possible, it's a great idea to visit the physical job site itself. There, you can gather brochures, speak to reception



personnel, and get a general sense of the office environment.

"You want to give yourself a very good understanding of the organizational structure," Boland says. "That way, you can fit into it."

### Dress the part

"It is absolutely appropriate to dress up for an interview," Boland stresses, "regardless of what business you're going for."

To play it safe, she suggests business casual – clean dress pants, a conservative skirt, a smart jacket, and/or a buttoned-up, collared, and pressed shirt. Personal grooming is also important – clip those fingernails, tidy your hair, and be sure to brush your teeth.

A neat appearance suggests much more than aesthetic considerations. "It shows you have respect for

yourself," Boland says. See pages 21 to 23 for more.

### Put your best foot forward

The biggest mistake any applicant can make is showing up late. Aside from displaying poor time-management and organizational skills, it's just plain inconsiderate – after all, these people are taking time out to help YOU.

"You want to arrive at least 10 minutes early," Boland explains. "It's very necessary. It shows you're conscientious, it shows proper planning."

Once at the interview, be friendly, polite, and respectful. Always say please and thank-you, and smile as often as possible.

"Employers are really looking for the right attitude," she continues. "(For) most positions that are advertised, people can be trained

for the job. So if a person comes in with the right attitude – they’ve done their research, etc – that really makes them attractive.”

**Know your own history**

There’s nothing as awkward as a blank stare following a question. Before you even enter the meeting, you should be prepared to rattle off work experiences with ease. Try to come up with relevant anecdotes that are both interesting and informative. For example, if you’re applying to work as a nurse, talk about that high school blood donor clinic you helped organize.

While you can’t predict what exactly your interviewer will ask, you can assume there will be at least one inquiry about your past – and you should know it well.

To further prove your preparatory prowess, Boland recommends bringing extra resumes (in case there is more than one interviewer) and a

***There’s nothing as awkward as a blank stare following a question***

portfolio of your work (if applicable).

“Also, make sure you have a list of references at hand,” she stresses. That way, you’ll position yourself one step closer to being hired.

**Ask away**

No matter what the job, you’re going to want to know a few things before you start working. What is the office environment like? What major projects does the company have lined up? What is the busiest time of year, and why?

Asking questions in your interview will do more than satisfy your curiosity, however. It will also prove you’re bright, thorough, and

genuinely attracted to the company.

“(Questions) always show a person is motivated and interested,” Boland explains. “And I’m not talking about ‘How much money am I going to make?’ questions, but rather questions about the actual business.”

**Remain upbeat**

If it all seems to go terribly wrong, it is essential to keep things in perspective. No matter how badly you think the interview went, no matter how rejected you feel, a healthy attitude can work wonders, Boland says.

“Sit down, take a few minutes out, and don’t get too down on yourself,” she says. “I always encourage people to be optimistic. Send a note on to the employer, thanking them for taking the time to interview you... That shows a lot of energy. That shows (you’re) willing to go above and beyond, that (you) really were interested in the job.”

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# What to do after the interview

Once out of the interview room, many applicants assume their work is done.

Not so.

If you don't follow up on your meeting, you run the risk of seeming indifferent or, even worse, uninterested in the company that interviewed you.

Many employers have said they are surprised at how few job candidates stay in touch after the interview. Those who do, of course, stand out.

By taking the following approaches, you can place yourself back into the thoughts of your interviewer and boost your chances of being selected.

**Thank the interviewer.** A proper thank you is certainly in order for every company representative who took time out to discuss your interest in joining their team. The note should

be brief (no point-by-point recounting of the entire interview necessary), sincere (avoid gushing sentiments), appropriate for a work environment (don't use any nicknames or jokes), and timely (write it immediately after the meeting).

**Pass along more of your best work.** This is an alternative to the simple thank you note and would be appropriate according to the nature of the interview. Say you discussed a course you took last winter. Send along a copy of your diploma. Or, maybe the interviewer showed particular interest in a project you mentioned you finished in your first year. Print out a copy and ship it off. Add a simple note detailing why you're sending the information along: "As we discussed my XYZ project in our interview, I thought

you may be interested in reading a copy. I look forward to hearing your impressions...." You'll really prove you're keen on the job.

**Pick up the phone.** Most job-hunters interpret a lack of response from the potential employer as lack of interest, but that's not always the case. The hiring process at many organizations is long, detailed, and simply not accomplished overnight. Ringing up to check on the status of your application if you haven't heard back within the time specified during the interview or within a reasonable time frame keeps your name fresh in the memory of those who hire. Frame your conversation as a polite enquiry rather than a demand. Try to be as humble and patient as possible during that call. Smile when you speak to convey friendliness over the phone.



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## How to Ace That Interview: Part II

# What the employers say

**I**t may seem insignificant, but your shirt or skirt, your tie or lack of one can cost you a job.

That's the word from over 100 hiring managers and Human Resource professionals representing employers from St John's to Vancouver and ranging from modest mom-and-pop operations in Northern Ontario to billion-dollar Bay Street corporations.

The DiversityCanada Foundation, the publisher of this handbook, went straight to the source. We asked employers what advice they would give job seekers if they could provide only three tips.

Almost universally, employers said candidates must dress appropriately if they are to have any hope of success.

It may seem an obvious point, but the managers indicated a significant number of people they interviewed over the years have torpedoed their chances by showing up in jeans, in soiled or rumpled clothes, or with too-trendy hairstyles.

### Why do employers place so much emphasis on appearances?

It's not at all that they are being shallow or picky, suggested Anne Sowden, president of the Toronto chapter of the Association of Image Consultants International. She pointed to studies conducted at Harvard University which showed that within 30 seconds, a person is able to judge someone's competence within about 80 per cent of accuracy.

"Whether we like it or not, people make decisions about us and our abilities based on the way we look," Sowden said. "Our appearance is one of the most powerful non-verbal

communication tools we can use. The image you project can affect your ability to inspire trust and confidence."

### So the message is clear.

Your job interview attire cannot be whatever is hanging around in the closet on the big day. Employers want to see that you have given thought to the clothes and hairstyle you choose to show up with for the interview.

You CAN dress to impress if you remember these three words that many employers said they look for in an job candidate's appearance: Clean, Appropriate, Neat.

What is appropriate varies from business to business, of course. So job candidates have to educate themselves on what their potential

employer would approve of, said Linda Lewis, chair of Ryerson University's School of Fashion.

"You have to investigate the culture of the company," she said. "Look at the corporate reports or brochures to see the image they project. If you can, go down to the office and walk around. Get to know the environment."

Such an approach falls right into line with the two other most frequently suggested tips from employers.

Hiring managers and employers were quite consistent in emphasizing that candidates do their homework before coming in to talk about getting a job.

The second most popular tip was that candidates research the company.

The third was that job seekers fully understand and ensure they are qualified for the position for which they are applying.

**People make decisions about us based on the way we look**

### More tips that come directly from people who do the hiring:

- Remove unnecessary jewellery (eg tongue, nose, eyebrow piercings)
- Be pleasant
- Give the impression that you can handle yourself
- Have confidence in yourself
- Show initiative
- Have a real interest in what you say and in the questions you ask
- Have a positive outlook
- Act professional
- Make yourself personable
- Have good composure
- Be willing to WORK!!!!
- Be polite!
- Use proper English
- Express yourself, be responsive
- Be alert
- Shake hands firmly and make eye contact
- Be yourself
- Be mindful of your body language
- Keep your answers concise and clear
- Leave bad language at the door
- Don't come looking untidy or with strong body odour
- Don't wear strong perfume
- Don't come dressed in jeans
- Don't be sloppy
- Don't have blue hair
- Don't be assuming
- Don't just sit there meekly
- Don't have the "know it all" attitude
- Don't talk in slang
- Don't oversell yourself or act like you know more than you do
- Don't be shy when speaking
- Don't act arrogantly
- Don't be fidgety
- Don't lead the conversation
- Don't start off by making demands
- Don't be late for the interview

# Dressing for



A suit is the ideal attire for a business interview. At the very least, a woman must wear a jacket to be taken seriously. A suit with cropped pants can be appropriate for an interview in a more casual or creative environment. Shoes with closed toe and heel make the outfit look professional. A darker coloured suit would be preferable since darker colours are seen as more formal, lighter more casual. For an interview, carrying either a briefcase or purse is best since you only have one bag to worry about. You should carry it in your left hand so you can shake hands with your right.

A group of happy, confident employees. They are neatly dressed and look as though they would be taken seriously on the job.



A pair of pants and a sweater is a perfect business casual look. It would be a good thing to wear for an interview with an IT company or any company in the creative fields. The clothing fits properly, is neat and well taken care of. To make this outfit look more formal, add a jacket. The hair is neat and off the face, making the candidate appear open and approachable.



You've heard it from the employers themselves. The way you show up looking for the interview will play a big part in whether or not you get the nod. Models Amanda Reid, Erin Herbert, and Glyndon Bonnicks agreed to show you the wrong look and the right look for interviews and for work. Comments are by Anne Sowden, president of the Toronto chapter of the Association of Image Consultants International.

*Photography is by Jeff Hui.*



This is a great outfit for hanging out with your friends. It is not for business since it shows so much skin. The more skin you show, the less professional you look. Cropped tops, belly buttons and sleeveless tops will make people remember your poor judgment, not your skills and abilities. Sport shoes are appropriate only with the most casual outfits.

Wearing a jacket and a collared shirt, even with jeans will make an outfit look more formal. To be taken seriously in the workplace, a woman must wear a jacket. Low heeled shoes are more casual than high-heeled shoes. Candidate looks confident and willing to get the job done.

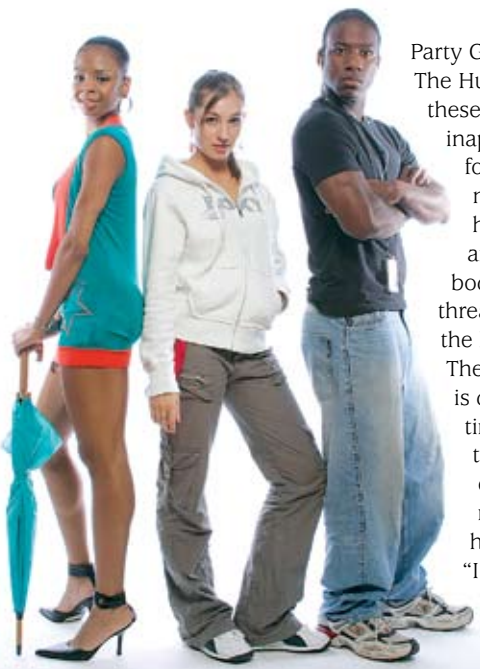


# or success



Jeans should not be worn to a job interview, even at companies that allow employees to wear good quality jeans that fit well, are clean and have no holes. Wait until you've been hired to switch to this style. Having paired jeans with a sweater, belt and closed toe shoes, the model looks capable and competent. Hair is neat and off the face. Simple jewellery complements the look.

A very casual look that is appropriate when you have the job. It is far too casual for the interview and could be considered sloppy. The facial expression is very serious and not at all welcoming. Remember a smile is your best accessory.



Party Girl, Skater Girl and The Hulk. Would you hire these people? They are all inappropriately dressed for a job interview. The man looks sloppy, his jeans are baggy and dirty, his face and body language look very threatening. The woman on the left is dressed to party. The woman in the middle is dressed for spending time with friends in the mall. Her facial expression says she's not interested and the hand in her pocket says, "I don't care".

Wear this when meeting friends. This outfit could send one of two messages: you don't respect yourself enough to dress up for the interview, or you're not interested in getting a job. If you don't respect yourself, the perception is you won't respect your co-workers or the company who wants to hire you. Headphones/cell phones/iPods should be turned off and put away for interviews. Better still, leave them at home.



So what if you don't have the right threads and you have a small or no budget for interview clothes? Borrow from friends or family. Shop at thrift stores or consignment boutiques; this will allow you to outfit yourself quite well for pennies. Female job hunters can also get appropriate work wear through the non-profit organization Dress for Success. Visit them at [dressforsuccess.org](http://dressforsuccess.org).

Shorts and tank tops should never be worn to the office. This is summer weekend wear. As for skirts, these should be about knee length. It's a flattering length for most women and doesn't show too much leg when you sit down. Closed toe and heel shoes are great but no one will take you seriously if you wear stilettos. Heels should be no higher than two and a half inches so you can walk easily.



This is a neat, well put together look for an entry-level job. To make a better impression, the candidate should wear a sports jacket. Depending on the job, a suit might be appropriate. However, the clothing fits, is nicely pressed. The colours are nicely coordinated, indicating a sense of personal pride. The shoes are well shined, indicating an attention to detail. The candidate would make a better first impression if he were to smile and stand straighter with his shoulders back. This would make him be perceived as confident no matter how nervous he might be.



# Shining on the job

The Golden Phone Call. It's the moment every job hunter waits for. Finally, your long and detailed journey has culminated in success. You've been offered a job. Not just any job – a great job. Something you'd like to make a career of.

While you are understandably excited, this is no time to sit back and relax. The first six to twelve weeks of employment – commonly known as a probationary period – are

crucial. In this time, you must acquaint yourself with your new workplace, become comfortable in your new position, and confident in your new role. Essentially, you must prove to your new bosses that they've made the right decision.

Since you've already convinced them you were a safe bet, this needn't be too difficult. By following your instinct – and the tips on pages 24 to 26 – you should be a workplace star in no time!



**YOUTH SPEAK:**

*"The ability to network and maintain professional relationships has opened many doors for me." – Jonathan Hamilton-Diabo*

# Handling first day jitters

Nearly every new employee is nervous on the first day of work. It's natural. You're starting a fresh career in an unfamiliar setting, and you naturally want to do well. As with starting any new venture, it's wise to prepare, relax and listen.

You'll want to start by getting comfortable. Chances are your supervisor or manager will take you for an extended tour of the jobsite on your first day. Get to know your environment by asking questions, stopping to introduce yourself to each of your new co-workers, and adopting the company code of behaviour. Is it a professional environment? Keep it formal. Is it more casual? Share an amusing anecdote about one of your experiences in the industry. Adapting to the company culture takes time, but it is crucial in establishing a positive early impression.

Enthusiasm is essential. Employers love to see their newest recruit is excited to be there. Ask for your first assignment or task – don't wait for your supervisor to hand it to you. When you complete your first duty, ask if there's anything else you can do. Whatever you do, do not sit at your new desk and stare at the wall. Showing initiative is always important, but especially so in the earliest stages of a new job.

A good way of doing this is by making an effort to connect with clients. There is an element of customer service in nearly every industry, whether it be changing tires or preparing income tax statements. No matter what you're doing, you are, in some way, interacting with

**continued...**



the people who keep your new workplace in business. As such, you have to show you can deal with people from the start. Ask to deal with a client or customer as soon as you feel comfortable to do so. Be as friendly, helpful and considerate as possible. If you're unsure of something, explain that it's your first day of work, and that you appreciate their patience. Most customers will understand, and your employer will be thrilled to see you making the extra effort.

As your first day comes to an end, be sure to ask your boss how you did. If he or she replies "great," good for you! You're likely on your way to a stellar career in the company.

However, in the far more likely instance that he or she has a few comments or suggestions, you shouldn't take it personally. It's your first day, after all, and you do still have a good deal to learn. Listen carefully to employer feedback, and make efforts to implement their ideas.

When you finish your first day, take a bit of time to reflect. Record your early impressions of your new career; it will help sharpen your focus as you strive toward success.

## What employers are looking for

Who better to advise you what to do during your first days than people who have experience dealing with new employees? Here are a few tips gleaned from hiring veterans across Northern Ontario.

*We look for responsibility, common sense, and problem solving skills. The (new employees) should demonstrate some independence and show that they can think outside the box. If something comes up that is not detailed in the instructions given, they should show they can figure out a solution without having to continually ask the person supervising them.*

**Jamey Inwood, Human Resource Officer,  
Northern Uniform Service, Sudbury**

*Punctuality is first and foremost. Also, if they are partnered up with someone else, they should have a team spirit and fill in for those key moments when their leader can't be there. They should be able to follow instructions. Sometimes younger workers come in gung ho and think they can get to the top without doing the things it takes to get there. But they must realize they have to go through all the steps in order to fully understand what they are working with.*

**Peter Smerechanski, Shop Foreman,  
Columbia Chrome (East), hydraulic repair shop, Timmins**

*What I like to see is honesty and integrity. We also look for somebody who is willing to take on extra work, and willing to go over and above what they're supposed to do. They should be able to get along with other people and show they are willing to ensure the work gets done.*

**Pat Steming, Office Manager, Quality Hardwoods,  
lumber wholesaler near North Bay.**

# Be a class act on the job

As you settle into your new job, you will find that your workplace has its own particular dynamic. You may find that you click with your colleagues right away and that your boss is as approachable as your favourite uncle. Or, you might feel as if you have nothing in common with your co-workers and that your boss is rude and impatient. If it is not all smooth sailing in your new work environment, it may be easy to become discouraged. However, Pierre Perreault, employment consultant at the Employment Center at Collège Boréal in Sudbury assures that you can transcend most sticky situations. With the right attitude and practices, he says, you can avoid undue distress and the office politics of any position. Here are a few simple tips:

- ◆ Always arrive on time, and don't be the first out the door at the end of the day.
- ◆ Have a positive attitude; smile a lot.
- ◆ Say a smiling "Hello" to everyone you meet.
- ◆ Try to remember the name of everyone you are introduced to. Repeat it two or three times in your initial conversation, and, smilingly, look in the person's eyes while doing so.
- ◆ Dress conservatively. One of the best ways to make the right impression is through clean, classy, appropriate clothing.
- ◆ Study the company culture and its particular management style. This may help you understand decisions you might otherwise dismiss as questionable.
- ◆ Master your responsibilities as quickly as possible. You will be able to do so by focusing squarely on the task at hand. So, while it is important to establish friendly relationships with your colleagues, ensure you devote the majority of your time and attention to the actual work to be done.
- ◆ Seek out unofficial "mentors" who can show you the ropes. Study and emulate those with outstanding track records; most will feel flattered and be willing to help.
- ◆ Be a team player, and try not to be selfish.
- ◆ Practise diplomacy. Tread lightly when offering ideas for improving something, and avoid bossy or preachy opinions.
- ◆ Write down your projects and achievements from day one on the job. In doing so, you'll have a solid work record to discuss with your employers at the end of your probation, when they are deciding whether or not to keep you on.
- ◆ Where possible, plan your day and duties in advance. You, and your supervisor, will be impressed at how a few minutes of planning ahead will allow you to make efficient use of your time.
- ◆ Arrive at meetings on time. Furthermore, don't doodle or daydream in them.
- ◆ Don't lie. Your mother was right; honesty is the best policy. In the same vein, avoid making excuses.
- ◆ Be a class act. Never tell dirty, racist or sexist jokes. Don't use profanity, even when others do. If a conversation turns into gossip, politely excuse yourself and leave immediately.
- ◆ Don't take anything personally. Remember if someone is unkind to you, it's often because he or she is facing some stress that may have nothing to do with you.

# Finding your rhythm and balance

**W**hile it may be tempting to focus entirely on fitting into your new work environment, it's important not to lose sight of your personal goals. Your new job may be the biggest thing on your mind in the first months, but it's important to take a step back to assess what's really important.

## Get the most out of each day.

Try and learn something new on every shift. Shake up your schedule. Make new contacts. Explore alternative ideas. The more you work to make your job interesting, the more you'll get out of your time on the job.

## Don't expect to be perfect.

In other words, don't pressure yourself to be a pro right away. Say you're working to become a hairdresser, and you can't seem to master the complete art of highlighting. Instead of giving up, try to learn a little every day. Memorize one colour combination on Monday; practise timing or application on Tuesday. Before long, you'll be well on the way to experthood – and you'll be far more likely to retain what you've learned.

## Find balance.

In the quest to be the best, many new employees devote too much energy into their new position and not enough on their personal lives. While it is important to pour extra effort into the workplace early on, it is essential to maintain balance with your personal life. Instead of spending your nights stressing about that project due tomorrow, go for a walk. Rather than rushing out the door, wake up an hour earlier and prepare yourself a wholesome breakfast. Taking time for yourself will improve your mental and physical well-being, making you a better (and more efficient!) employee.

## How to bow out gracefully of a company

# Leave 'em smiling

**J**obs are a lot like relationships. Sometimes, it just comes time to break it off. Perhaps your financial responsibilities have increased and you need a higher salary. Maybe your work environment has changed, and it's no longer a productive place for you to be. Perhaps you're moving, or going back to school, or simply looking for a new career.

Handling such a situation can be awkward. While it may be tempting to storm out in a blaze of triumphant defiance, it's best to use a more discreet approach.

**Here's how to move on without burning bridges.**

**You're debating leaving the company. To help make up your mind, you:**

- Discuss it with everyone you meet to try and gain a broad range of advice.
- Mention it to co-workers on your coffee break.
- Carefully weigh the pros and cons on your own, perhaps with some input from a trusted friend outside the company.

**Best bet: c)**

**Why it's wise:** You never know who might overhear your contemplations, so until you've made a decision, it's best to keep things quiet. Chatting on the job is a particularly risky move, as employment-related gossip can spread like wildfire. Nothing makes you look more unprofessional to your employer than discussing these things behind his or her back. Think it over, call in a close pal (not a co-worker!) for advice, and proceed from there.

**You've decided to go. Who do you tell first?**

- Your best friend on the job.

- Your supervisor or manager.
- The president of the company.

**Best bet: b)**

**Why it's wise:** As a general rule, it's best to make things official with your immediate superior before taking the message elsewhere. Your manager or supervisor is there for a reason – to manage or supervise the activity of employees, including their comings and goings. As such, going above him or her to the company chief is a bad idea. Not only will it burn the pride of your immediate superior, it may make you appear dishonest or conniving to your boss. And no matter how much you want to gab with your co-worker, the message can wait until things are official.

**How much notice are you giving before you leave?**

- Mere minutes, baby – you're outta there!
- The customary two weeks – it's the standard for a reason.
- A month or more – you're in no rush.

**Best bet: b) or c), depending.**

**Why it's wise:** This is a tough one, highly dependent on the particular situation you're in. If you have a far-sighted plan, and you know it will take the company some time to find the right replacement, it would be courteous to let your superiors know of your intent well in advance. However, if your decision came out of a rapidly changing circumstance – for example, you've been offered a better position that must commence as soon as possible – two weeks is considered adequate warning. Quitting on the spot is never, ever a good idea – at least if you ever want to call in a favour (like a reference) from the organization again.

**You've given your notice, and are now in your final period in the position. How do you conduct yourself in the workplace?**

- Conduct business as usual – with a bit of downtime to clean your desk and go to farewell luncheons.
- Grumble frequently, count down your days, and watch the clock.
- Spend the remaining time left goofing off with your workplace pals – after all, your time with them is numbered.

**Best bet: a)**

**Why it's wise:** You don't want to be remembered by your co-workers as a goof-off or a sourpuss. You may not want to be there, but the fact is, you're still being paid to do a job – and not doing it isn't acceptable, even if you are on your way out.

**It's your last day. How do you say farewell to your boss?**

- Coldly. He or she isn't your boss any more, so a quick "goodbye" should suffice.
- Emotionally. Hugs, kisses, tears, the whole works. It's a sad day for both you and the company, so why not let it show?
- Warmly. A firm handshake, with heartfelt thanks and a cheerful farewell.

**Best bet: c)**

**Why it's wise:** You want to leave on an upbeat tone. An abrupt departure is tacky and rude, and leaves a bad impression of you. However, an hour-long blubber-fest is also inappropriate for the workplace. Smile, say kind words (no matter how hard it may be to do so), and be sure to get your boss' contact info to nail that reference!

# Blazing your own trail

**T**ired of toiling for someone else's benefit, more and more Northern youth are assuming the risk of going into business for themselves.

They're in the right place to do it, says Anthony Orazietti, Sault Ste Marie-based specialist in youth enterprises. Himself a young professional who returned to his Northern hometown after studying human resources at Oakville's Sheridan College ("I out-migrated and then re-migrated," he laughs), one of Orazietti's many duties has been to help young people develop and launch their own businesses.

Entrepreneurship has become a viable alternative to the traditional career trajectory. In pitching, developing, and running their own companies, many new businesspeople are finding tremendous satisfaction in their work.

This can be a smart option for a number of reasons. It empowers individuals to create new job opportunities, particularly in small or isolated communities where industry is often limited. And, thanks to progressive government and non-government investment, the North offers venturesome young folk extra incentive to go it alone.

"It's a great place to be if you're an entrepreneur," Orazietti says. "There are a lot of programs in place to give financing and support."

Here's a run-down of some options available for potential entrepreneurs.

## **Northern Ontario Heritage Fund Corporation's Young Entrepreneur Program**

Orazietti describes this new program as "the big one," and no wonder. Launched in early 2005, it gives up to \$25,000 in forgivable loan money to young entrepreneurs aged 18 to 29.

Aside from a substantial amount of start-up funding, it also includes practical business training.

The cash comes with strings attached, however. It can only be used for initial capital costs, such as office furniture or equipment. That means you cannot use it for personal expenditures, marketing costs, or existing debt payments, among other restrictions. In addition, the money will only be considered an endowment if the program's guidelines are followed.

"If you complete the program successfully, it's a grant," Orazietti explains. "If you don't, it's a loan."

Moreover, applicants must secure a secondary source

of income from a bank or alternative lender. "This can't be your only source of cash income," he says.

## **Ontario Ministry of Economic Development and Trade's Summer Company Program**

### **The North offers regional youth extra incentive to go it alone**

This competitive program is an excellent alternative for returning students looking for a different type of summer job. If selected, eligible youth between the ages of 15 and 29 can receive up to \$3,000 to spend a few months as their own boss.

According to Orazietti, this program attracts a particularly motivated breed of entrepreneurs. "It's less money," he acknowledges, "but it's more intense."

To start out, students "need some idea" of what being an entrepreneur entails. For example, applicants must complete individual business and cash flow plans (with professional assistance), and must be driven to work independently. After all, launching a successful company in the short window before classes resume is no small feat.

"It definitely helps if a student is interested in business," he explains.

Orazietti has witnessed a broad spectrum of successful summer companies, ranging from canoe construction to lawn care, from web design to embroidery. If you've got motivation and a practical plan, virtually anything goes!

## **Canadian Youth Business Foundation (CYBF)**

As a national charitable organization, the CYBF has a program to help youth between the ages of 18 and 34 years get their businesses off the ground through start-up financing loans.

"It gives money for young (entrepreneurs) just out of school," Orazietti explains.

With loans of up to \$15,000 available, the commitment level is high. Your new company must operate according to a competitive and viable business plan, and must provide you with a sustainable income.

The loan term is anywhere from three to five years. Applicants must agree to work with a CYBF mentor throughout that time. Providing learning resources is another key service the organization delivers to support young entrepreneurs.

In Northern Ontario, CYBF loans are currently administered through sites in Kapuskasing, Muskoka, North Bay, Sudbury, Thunder Bay, and Timmins.

**Community Futures  
Development Corporation  
(CFDC)**

Nearly all CFDC agencies have business loan departments, and nearly all cater to young business operators. However, there are both pros and cons to this particular type of funding.

“(CFDCs) take more risks,” Orazietti explains, “but they charge higher interest rates.”

Currently, there are 25 CFDC organizations operating in Northern Ontario. As each location judges loans according to different standards, it’s best to approach your local site with your business plan in hand.

**Service Canada’s  
Self Employment Benefit  
Program**

“This one helps people on EI (Employment Insurance) to start their

own businesses,” Orazietti says.

A great option for those who have recently relocated or live in isolated communities, it provides financial and entrepreneurial support to unemployed individuals for up to 52 weeks (78 weeks for those with disabilities). As an added bonus, whatever money you make on a business does not affect your EI claim.

**Bank Loans**

Visiting a bank or credit union should be the first step any entrepreneur takes, Orazietti advises.

“Typically, we advise people to go there first to see what kind of position we’re going to be in,” he recommends.

Even with supplemental loans, entrepreneurs should make sure they will have enough credit approval to sustain their business. Furthermore,

most of the aforementioned funding requires some degree of external cash in order to be approved. Basically, it is usually pretty essential to get the backing of a reputable financial institution in order to get a business going.

Each bank has its own criteria for lending; visit your branch for more details.

**Private loans**

If bank, governmental, or charitable funding falls through, you may want to consider approaching a relative or family friend for a loan. Established businesspeople are often willing to gamble on a new venture, provided the candidate is motivated and honest.

Orazietti acknowledges this can be beneficial, but says it is vital to get everything about the loan – from term to rate of interest – in writing.

**Realize your goals and dreams with Entrepreneurship!**

Take advantage of the entrepreneurial opportunities available for youth in Northern Ontario.

Find the Small Business Enterprise Centre nearest you to determine your eligibility for youth programs and funding opportunities in your area.

[www.ontariocanada.com](http://www.ontariocanada.com)

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## Scott Baker's story

# Coming out on top

So, how do you set yourself on the path to a successful and fulfilling career? Career testing helps many. But many others come by their calling after much trial and error. In the final analysis, you can choose and succeed in a career that satisfies you only when you understand who you are and what makes you happy.

That happiness takes in factors outside the scope of your job itself. Prominent among these factors is where you live and work, as this affects the type of life you will enjoy. As Scott Baker's story shows, using that choice as the starting point can lead to clarity about career direction. Luckily for the region, Baker chose the North.

**S**cott Baker knows a thing or two about the labour market.

In his 26 years, the busy Sudburian has held nearly as many jobs. He's installed drywall for a contracting firm, solicited donations by telephone, cooked pasta at a busy cafe, and built computers from scratch. He's hopscotched across the province, often taking unfulfilling positions to make ends meet. Essentially, he's re-started his career dozens of times, sometimes by choice, but often by necessity.

While his rich roster of employment experience allowed for a varied resume, it brought him little satisfaction. Now, as a second-year industrial mechanical millwright apprenticeship student at Cambrian College in Sudbury, he finally feels excited about his vocational future. But it's been a long journey to the top.

\* \* \* \*

Born in Young's Point, near Peterborough, Baker moved to Sudbury at the age of ten, making the Northern hub his home not long after. Work began at an early age, with odd jobs and volunteer positions filling his after-school hours. By the time he was in his third year at Lockerby Composite School, he was employed as a cook in a small bistro, and making enough cash to satisfy his teenage desires.

### His rich roster of work experience gave him a varied resume, but brought little satisfaction

Interested in computer technology, Baker hooked up with a small computer consulting firm for an unpaid co-op placement term in his final year of high school. Much to his surprise, the position developed into a full-time job as a computer technician immediately following graduation.

Entertaining visions of higher education, Baker had never aspired to find permanent employment out of high school. A series of circumstances, however, kept him on the path he was on.

"I was expecting to go to university," he admits. "It just didn't work out at the time."

Besides, earning a steady income at such a young age had its benefits, and Baker became "pretty happy" with the working life. Though he lacked formal education, he made concerted efforts to boost his skills. He pored over books in his own time, studying new tips and industry trends. He logged extra hours in front of the screen, trying new techniques and figuring out what worked best.

His employers encouraged this growth, and Baker soon moved from being a rookie computer technician to an adept software expert.

By the time the company decided to relocate to Toronto a few years later, Baker was an integral part of the team, writing important accounting and research software. Engaged in his work, he decided to move with the company.

\* \* \* \*

The transition from Sudbury to Ontario's capital was not without its stresses for Baker.

"For a time I had an apartment in both cities," he groans. "It was pretty difficult at first."

He started to adjust to the Toronto life, thanks in large part to "a bit of a network" with fellow Northern Ontario expatriates. As his social adjustment improved, however, his employment situation began to deteriorate. He became frustrated with his lack of vacation time and long hours with the company, and began to wonder if he couldn't do better on his own. In March of 2002, he left the company.

Burned out and tired, he took a break from full-time work to reassess his priorities, relying on savings and some independent contract work to pay the bills.

When he decided to formally

re-enter the workforce six months later, however, he rudely awoke to the status of his qualifications.

“I found it was very difficult to find work,” he frankly states. “I didn’t have any credentials outside of my direct experience.”

He sought a solution through a series of quick-cash jobs, working in telemarketing and sales, including one “gut-wrenching” stint selling newspaper subscriptions. Varied as they were, none of these appointments adequately reflected his skills or ambitions.

“I didn’t do very well at those jobs,” he assesses, describing each as a “bad fit.”

Still in the Greater Toronto Area, he eliminated sales as an option and started working in a series of manual labour posts. He did well in these positions, but found it difficult to find a stimulating or appropriate work environment. One job involved a prohibitively lengthy daily commute, for example, while another refused to pay him in a timely fashion.

Desperate times called for a dramatic change. Baker gave it some thought, and finally decided that after years in the workforce, it was time to get some post-secondary education.

\* \* \* \*

“It was a culmination of events,” Baker recalls. “I was almost completely out of money, especially with the cost of living in Toronto (being so high). I had recently revisited Sudbury and rekindled old friendships. And my parents encouraged me to go back.”

Education seemed like the perfect solution. There was only one problem: Baker didn’t know what he wanted to study. “Finding a definitive path has always been my problem,” he says wryly.

Befuddled, he enlisted the services of Youth Employment Services, which helped him narrow down where his interests lay through a series of skills assessments and personality tests. He eliminated those careers he’d had bad experiences in, and started to focus



**SCOTT BAKER**

on skills he wished to enhance in his studies. Eventually, he figured it out: in order to be satisfied, he needed something spatial, hands-on, and constantly changing.

\* \* \* \*

Engineering seemed a perfect fit, so Baker applied to his school of choice; unfortunately, however, he was turned down. Frustrated but undaunted, he explored other options. After doing some research on trades-based professions, he found himself drawn to a convenient option: the SkyTech Industrial Mechanical Millwright program at Cambrian College.

The program seemed perfect. It was hands-on, interactive, and intellectually stimulating. It was one of the top-rated apprentice programs in the country, boasted an awesome apprenticeship option, and just so happened to be located in his old hometown. He gained admission into the course, moved back to Sudbury, and returned to class in September of 2004.

Even after more than five years in the workplace, Baker did not find the transition back into an educational setting especially difficult. Rather, he claims to have “thrived” in his new

**continued...**

environment.

“I’d been missing that mental stimulation,” he reflects.

Baker has taken on an ambitious range of duties in his new role as student. While maintaining good academic standing, he has represented fellow students to the school’s Trades Council, Students Council, and Board of Governors. Aside from satiating his desire to get involved, these experiences have helped him to make excellent connections – a must in today’s job market.

Baker will graduate from the program with apprentice status, which he calls a “perfect match” for the current, trades-focused Northern Ontario job market.

“I’m going to be making a better wage than the engineers (will be), and I’m going to be working hands-on,” he reasons. “Plus, I get to play with all the toys!”

To fulfill this career goal, Baker has created a two-pronged job search strategy. His first tactic is to take full advantage of the college’s job-search program, which gives him access to posts not listed elsewhere. The second is to continue to connect with other industrial millwright mechanics, a task made easier by in-class interaction. Though it’s still early, the hunt is going well so far, and he is “very optimistic” he’ll land the position of his choice.

\* \* \* \*

Now that he has re-settled in Northern Ontario, Baker plans to stay here, at least “for the time being.”

Not only is the market hot for skilled trades people (“the industrial centre is really growing here,” he says admiringly), his fiancé, Dahnja, is currently studying at Laurentian University. With young son Damien

happily bouncing around at home, Baker sees little reason to leave any time soon.

After years of struggling to find the right career path, Baker feels things finally seem to be going his way.

In the end, it wasn’t convenience, or timing, or even money that fuelled his choice. It was overcoming the obstacles of indecision and procrastination, and taking on something with vigour.

“The biggest thing, for me, was finding something I really liked, and fully applying myself there,” Baker explains. “When I first started in this (industrial mechanical millwright) program, I didn’t think I wanted to do this with every fibre of my being. But that was the wrong way to look at it.

“Ultimately, for me, it was a matter of stopping on something that made sense, and putting my all into it.”

He pauses.

“It was the best thing I ever did.”



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# Plenty of room for you to grow

◆ Northern Ontario has a place for you. The region is creating new jobs in a variety of fields. From 1997 to 2004, employment increased from approximately 343,000 to 365,000. These were “good jobs”. The gains were as a result of increases in full-time work; almost 23,000 full-time jobs were created. Over the same time period, part-time employment decreased by 600 workers.

◆ What kinds of jobs can the region offer you? A great variety indeed, with first-rate employers. Northern Ontario is home to a diverse array of businesses operating at the leading edge of the global economy. The region’s output includes sophisticated wood and paper products, mass-transit vehicles, remote-control mining equipment and top-notch services from fibre-optic-based call centers, which are all esteemed around the world.

◆ Primary industry sectors such as mining and forestry are still important to the region. These sectors accounted for close to six percent of the North’s total employment in 2004.

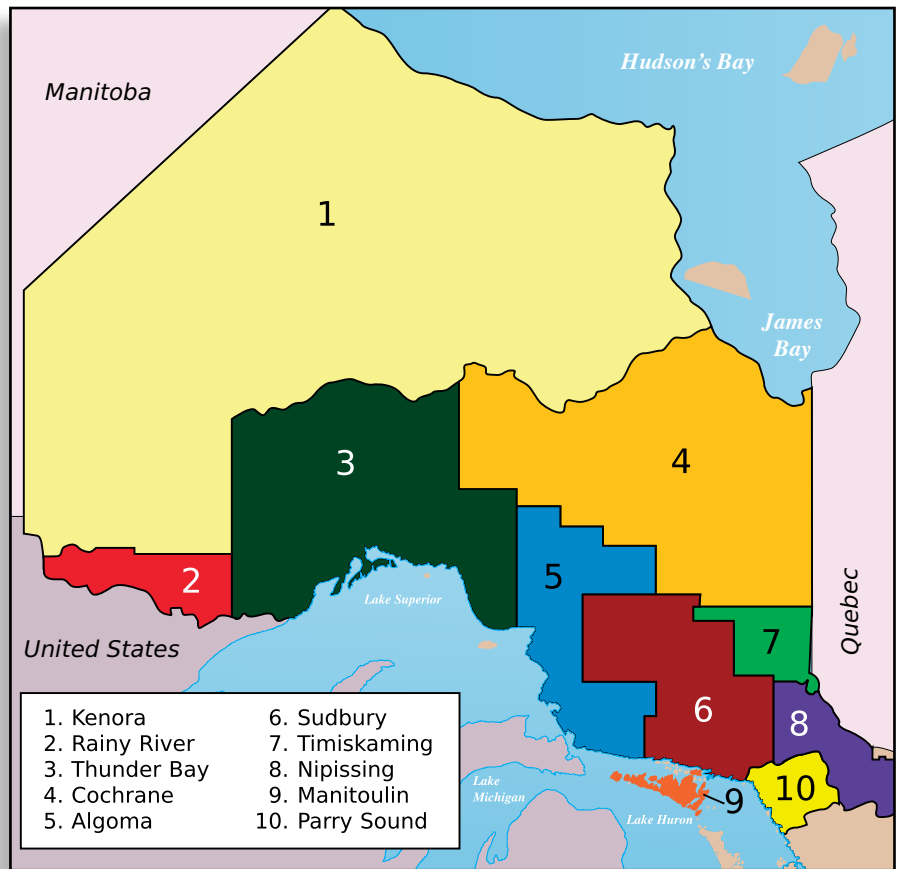
◆ Employment with the public sector (that is, with the federal, provincial and municipal governments) accounted for six per cent of the jobs available in the region.

◆ Together, the educational services and health care and social assistance sectors provided 22 percent of the North’s total employment in 2004.

◆ The manufacturing sector accounted for close to 10 percent of total employment.

◆ The trade (ie wholesale and retail) sector accounted for the single largest share of employment, providing 16 percent of the region’s jobs.

◆ Northern Ontario is vast indeed,



giving you an abundance of options as to where to live and work. The region covers over 800,000 square kilometers, representing nearly 90 percent of the Province of Ontario’s land area. It extends across two time zones, from the southern boundary of the District of Parry Sound, north to Hudson Bay and James Bay, and westerly from Quebec to the Manitoba border.

◆ The area encompasses vast natural resources, provincial parks, fisheries, and natural wilderness areas that are among the most pristine and beautiful in the world.

◆ The region is home to close to one third of Ontario’s Francophone

population. The North is also home to 102 of the 134 First Nations in Ontario, representing almost half of Ontario’s Aboriginal population

◆ Although Northern Ontario comprises approximately 90 percent of the area of Ontario, the population of approximately 786,440 represents only seven percent of the provincial population.

◆ This large land area and relatively small population results in a population density of approximately 1.0 person per square kilometer, compared to 101 persons per square kilometer in Southern Ontario. Up here, you literally have plenty of room to grow!

# Greater Sudbury

## Location, location, location

◆ The City of Greater Sudbury (population 155,219) serves as the regional capital of northeastern Ontario. Located 390 kms north of Toronto, 290 kms east of Sault Ste Marie, and 483 kms west of Ottawa, Greater Sudbury occupies a central location in Ontario at the convergence of two major highways, Highway 69 South and Highway 17 (the Trans-Canada Highway). Surrounded by the raw beauty of the Canadian Shield, the region boasts many natural amenities and several provincial parks are within a short drive of this, the 20th largest urban center in Canada.

## All about jobs

◆ While the median family income in Canada is \$55,016, that of a Sudbury family is \$56,165.

◆ Mining remains a major influence on the local economy, but Sudbury has diversified significantly in recent years to create jobs in financial and business services, tourism, health care and research, education and government. There are three post-secondary institutions: Laurentian University, Cambrian College, and Collège Boréal. Sudbury Regional Hospital is currently undergoing a multi-million dollar expansion. Combined with the Northeastern Ontario Regional Cancer Centre, both institutions support Sudbury's role as the main provider of health services in northeastern Ontario.

◆ Science North, the popular interactive science centre and IMAX theatre, successfully anchor a vibrant tourism trade that continues to expand. Dynamic Earth, a new attraction focussed on earth sciences, officially opened in April 2003.

## That's the life

◆ There are 330 lakes situated within the city's boundaries. Sudbury can boast of two ski hills and 14 recreational centers. A full calendar of activities includes Cinefest, (Canada's fourth largest film festival), the Blueberry festival, and La Nuit sur l'Étang, featuring French Canadian musical talent.



## Greater Sudbury's Top Employers

INCO (mining)  
(4,129 employees)  
[www.inco.com](http://www.inco.com)

Sudbury Regional Hospital  
(2,310) [www.hrsrh.on.ca](http://www.hrsrh.on.ca)

City of Greater Sudbury  
(1,880 full-time;  
1,237 part-time)  
[www.city.greatersudbury.on.ca](http://www.city.greatersudbury.on.ca)

Sudbury Tax Services Office  
(1,200 full-time;  
1,600 part-time)  
[www.cra-arc.gc.ca](http://www.cra-arc.gc.ca)

Falconbridge Ltd (mining)  
(1,420) [www.falconbridge.com](http://www.falconbridge.com)

Rainbow District School Board  
(1,375) [rainbow.edu.on.ca](http://rainbow.edu.on.ca)

TeleTech (call center)  
(800) [www.teletech.com](http://www.teletech.com)

Your Independent Grocer  
(750 at six locations)

Conseil scolaire de district  
catholique du Nouvel-Ontario  
(823) [www.nouvelon.ca](http://www.nouvelon.ca)

Laurentian University  
(677) [www.laurentian.ca](http://www.laurentian.ca)

Sudbury Catholic District  
School Board  
(667) [www.scdsb.edu.on.ca](http://www.scdsb.edu.on.ca)

Extendicare (health services)  
(475) [www.extendicare.com](http://www.extendicare.com)

Cambrian College  
(400) [www.cambrianc.on.ca](http://www.cambrianc.on.ca)

Sears Canada (400)

Loeb Canada  
(445 at four locations)

Collège Boréal  
(395) [www.boreal.ca](http://www.boreal.ca)

Conseil scolaire du district du  
Grand Nord de l'Ontario  
(368) [www.gno.edu.on.ca](http://www.gno.edu.on.ca)

# Thunder Bay

## Location, location, location

◆ Thunder Bay is located in the centre of Canada and enjoys access to both eastern and western markets, as well as the American Upper Midwest. With a population of just over 120,000, Thunder Bay is Ontario's 12th largest city and Canada's 29th largest.

◆ Thunder Bay is a transportation hub, featuring one of Canada's largest port facilities, both major railways and the junction of the Trans-Canada Highway with the principal north-south routes from the Upper Midwest to the Gulf of Mexico.

## All about jobs

◆ It offers a range of industry, retail and service jobs and excellent educational and technical facilities. Natural resources provide a major generator of local growth, primarily the forest industry, with growing significance in the value and range of mineral extraction activities in the region.

◆ The Conference Board of Canada in 2005 tipped Thunder Bay as the fastest growing economy in Canada and the Manpower Employment Outlook Survey described the employment outlook in the community as "bullish", with Thunder Bay having the highest net employment outlook in Ontario.

## That's the life

◆ As a major regional centre, Thunder Bay offers a unique and rewarding lifestyle. The city features better-than-average sports and recreational facilities and one of the continent's finest aquatic sports facilities.

◆ With its long history of affordable and high-quality housing, Thunder Bay consistently ranks among the Canadian cities with the highest percentage of single-detached home ownership in Canada. Housing prices in the city have consistently grown at below the national average. You could end up owning a home sooner than you'd imagined.



## Thunder Bay's Top Employers

City of Thunder Bay  
(3,080 employees)  
[www.thunderbay.ca](http://www.thunderbay.ca)

Lakehead University  
(2,619) [www.lakeheadu.ca](http://www.lakeheadu.ca)

Government of Ontario  
Ministry of Government  
Services  
(2,202) Ph: 416-326-1234

Thunder Bay Regional  
Health Sciences Centre  
(2,000+) [www.tbrhsc.net](http://www.tbrhsc.net)

Bowater Canadian  
Forest Products Inc  
(1,500) [www.bowater.ca](http://www.bowater.ca)

Lakehead District  
School Board  
(1,350)  
[www.lakeheadschoools.ca](http://www.lakeheadschoools.ca)

Thunder Bay Catholic District  
School Board  
(1,250) [www.tbcdsb.on.ca](http://www.tbcdsb.on.ca)

Bombardier  
(850) [www.bombardier.com](http://www.bombardier.com)

Canada Federal Government  
(653) various departments  
Toll Free: 1-800-267-8097

Buchanan Group (sawmill)  
(1,050) [www.bls-tb.com](http://www.bls-tb.com)

Cascades Fine Papers Group  
(550) [www.cascades.com](http://www.cascades.com)

Confederation College  
(500+)  
[confederationc.on.ca](http://confederationc.on.ca)

Wal-Mart (500)

Thunder Bay Charity Casino  
(491)

McDonald's Restaurants (445)

Abitibi Consolidated Paper Mill  
(400) [www.abicon.com](http://www.abicon.com)

Canadian Pacific Railways  
(350) [www.cpr.ca](http://www.cpr.ca)

YA Canada  
(inbound call centre)  
(350)  
[youngamerica.com](http://youngamerica.com)

# Sault Ste Marie

## Location, location, location

◆ This area has long been considered an ideal place to call home. The Ojibways settled here thousands of years ago – artifacts dating back to 7,000 BC have been found in and around the city. Today, close to 75,000 people live in Sault Ste Marie. Nearly 5,000 are First Nation and about 9,000 are immigrants.

◆ Sault Ste Marie boasts it is strategically located in the Heart of the Great Lakes, between Lake Superior and Lake Huron on the St Mary’s River. It’s on an international US border crossing, located midway on the Trans-Canada Highway and Interstate 75.



## All about jobs

◆ The median household income is \$53,853.

◆ What do people do in the Soo? The majority of people work in health and education (7,040). The second largest sector is manufacturing and construction (6,940). Then there is the wholesale and retail trade sector, which accounts for 5,425 jobs. Close to 4,800 workers provide business services. Some 1,500 people work in finance and real estate. Another 8,510 jobs are provided in a variety of fields.

## That’s the life

◆ Sault Ste Marie by the numbers:

- Average hours of sunshine per year, 1,960
- Days of precipitation (snow/rain), 173
- Annual average snowfall, 316 cm
- Average temperature – January, -10° Celsius
- Average temperature – July, +20° Celsius
- Swimming pools, 4
- Parks, 42
- Curling rinks, 2
- Boat marinas, 2
- Bocce courts, 6
- Golf courses, 5
- Art galleries, 3
- Libraries, 4;
- Museums, 2
- Shopping malls/plazas, 11
- Churches, 61
- Restaurants, 76.

## Sault Ste Marie’s Top Employers

Algoma Steel Inc  
(3,000 employees)  
[www.algoma.com](http://www.algoma.com)

Sault Area Hospitals  
(1,600) [www.sah.on.ca](http://www.sah.on.ca)

Algoma District School Board  
(1,600) [www.adsb.on.ca](http://www.adsb.on.ca)

Sutherland Group (call center)  
(1,100) [www.suth.com](http://www.suth.com)

Huron-Superior Catholic  
District School Board  
(900) [www.hscdsb.on.ca](http://www.hscdsb.on.ca)

NuComm International  
(call center)  
(800) [www.nucomm.net](http://www.nucomm.net)

NCO Group (call center) (800)

City of Sault Ste. Marie (727)  
[www.city.sault-ste-marie.on.ca](http://www.city.sault-ste-marie.on.ca)

Koprash Sanitation  
(600) [www.hitecsecurity.com](http://www.hitecsecurity.com)

Ontario Lottery & Gaming  
Corporation (535)

Cross Country Automotive  
(480)  
[www.crosscountry-auto.com](http://www.crosscountry-auto.com)

Community Living Algoma  
(378)  
[www.communitylivingalgoma.org](http://www.communitylivingalgoma.org)

St. Mary’s Paper  
(375)  
[www.stmarys-paper.com](http://www.stmarys-paper.com)

A&P Grocer’s (375)

Group Health Centre  
(332) [www.ghc.on.ca](http://www.ghc.on.ca)

Sault College  
(320) [www.saultc.on.ca](http://www.saultc.on.ca)

Sears Canada  
(250)

Algoma Health Unit  
(210) [www.ahu.on.ca](http://www.ahu.on.ca)

Romes Independent Grocer’s  
(200)

Ontario Provincial Police  
(181) [www.opp.ca](http://www.opp.ca)

# North Bay

## Location, location, location

◆ North Bay is a vibrant city nestled between Lake Nipissing and Trout Lake. This growing city is conveniently located just three and a half hours from major urban centers such as Toronto and Ottawa. Its current population is 53,000.

◆ North Bay's location makes it important for travel both by land and by air. The city lies at the junction between the Trans-Canada Highway and Highway 11. North Bay's Jack Garland Airport is the largest airport north of Toronto.

## All about jobs

◆ The median family income in North Bay is \$53,668.

◆ As the list of top employers shows, North Bay's economy is somewhat more diversified than that of many other Northern Ontario communities. Still, like with most of the rest of the region, North Bay depends largely on health and education services as well as the wholesale and retail trade to provide the majority of its jobs.

## That's the life

◆ Favourable economic conditions and a safe, healthy environment make for a high quality of life. The city offers lakefront property in both urban and rural settings. The short distance between home and work allows more time to enjoy the wealth of parkland and leisure facilities. Housing is affordable and residential taxes are among the lowest in the province.

◆ Festivals, parades and a wide range of special occasion activities blend with the natural attractions of the area. The combination of lush forests, spring-fed water and clean air creates a healthy environment for working, living and raising a family.

◆ North Bay boasts two world-class tertiary institutions: Nipissing University and Canadore College.



## North Bay's Top Employers

Near North District School Board  
(2,518 employees)  
[www.nearnorth.edu.on.ca](http://www.nearnorth.edu.on.ca)

Nipissing University  
(1,449) [www.nipissingu.ca](http://www.nipissingu.ca)

Ministry of Community Safety and Correctional Services  
(1,329)  
[www.mpss.jus.gov.on.ca](http://www.mpss.jus.gov.on.ca)

North Bay and District Hospital  
(1,153) [www.nbgh.on.ca](http://www.nbgh.on.ca)

Ontario Northland (transport)  
(1,000) [www.ontc.on.ca](http://www.ontc.on.ca)

Conseil scolaire catholique Franco-Nord (850)  
[www.franco-nord.edu.on.ca](http://www.franco-nord.edu.on.ca)

Nipissing-Parry Sound Catholic District School Board  
(714) [www.npsc.edu.on.ca](http://www.npsc.edu.on.ca)

Telespectrum Inc (call center)  
(663) [www.telespectrum.com](http://www.telespectrum.com)

North Bay Psychiatric Hospital  
(650) [www.nbpsych.on.ca](http://www.nbpsych.on.ca)

CFB North Bay (airforce) (606)  
[www.airforce.dnd.ca/22wing](http://www.airforce.dnd.ca/22wing)

TeleTech Inc  
(569) [www.teletech.com](http://www.teletech.com)

City of North Bay  
(526) [www.cityofnorthbay.ca](http://www.cityofnorthbay.ca)

Canadore College  
(504) [www.canadorec.on.ca](http://www.canadorec.on.ca)

PGI Fabrene Inc  
(322) [www.fabrene.com](http://www.fabrene.com)

ProNorth Transportation (280)

Cassellholme - Home for the Aged (261)

Ministry of Transportation  
(255) [www.mto.gov.on.ca](http://www.mto.gov.on.ca)

Brinkman & Assoc. Reforestation  
(250)  
[www.brinkmanforest.com](http://www.brinkmanforest.com)

# Timmins

## Location, location, location

◆ Timmins has a population of close to 44,000. It is located at latitude 48.20 degrees North and longitude 80.44 degrees West. Timmins is often thought of as being “way up North”. However, if you were to draw a line on the map running straight East to West, you would easily see Timmins is further south than Thunder Bay.

◆ Far from being isolated, Timmins is situated minutes away from the Trans-Canada Highway, thus providing easy access to major markets. Other major routes servicing Timmins are Highways 144, 101, 655 and 11. It’s a major center for the surrounding settlements throughout the Cochrane District and the James Bay coastal areas.

## All about jobs

- ◆ The median family income is \$56,781.
- ◆ Since the early 1900’s, Timmins’ economy has been driven by resource based industries. This continues today, with approximately a quarter of the workforce directly employed in mining and forestry. Another large segment of the workforce is in related areas, such as industrial suppliers.
- ◆ The city has been successful in increasing employment in the retail trade, construction, business services, health and social services, telecommunications, education and tourism. Eighty-one percent of all employees work for firms with ten or fewer employees. The City provides strong support to entrepreneurs and small businesses.

## That’s the life

◆ Timmins offers an abundance of year round recreational opportunities in the surrounding forests; a top-rated symphony orchestra and several theatre groups; state-of-the-art healthcare facilities; the Timmins Museum and National Exhibition Centre; and three golf courses. If you are a Shania Twain fan, it’s the place to be as Timmins is the country singer’s old home town.



## Timmins’ Top Employers

TeleTech Inc (call center) (887 employees) <a href="http://www.teletech.com">www.teletech.com</a>	District School Board Ontario North East (300) <a href="http://www.dsb1.edu.on.ca">www.dsb1.edu.on.ca</a>
Timmins & District Hospital (851) <a href="http://www.tadh.com">www.tadh.com</a>	Wal-Mart (292)
City of Timmins (828) <a href="http://www.timmins.ca">www.timmins.ca</a>	Tembec Inc (forestry/sawmill) (262) <a href="http://www.tembec.com">www.tembec.com</a>
Falconbridge Ltd (refinery) (785) <a href="http://www.falconbridge.com">www.falconbridge.com</a>	Northern College of Applied Arts and Technology (231) <a href="http://www.northernnc.on.ca">www.northernnc.on.ca</a>
Porcupine Joint Venture (mining) (580) <a href="http://www.placerdome.com">www.placerdome.com</a>	Leo Alarie & Sons (construction) (230) <a href="http://www.alarie.com">www.alarie.com</a>
Conseil scolaire catholique de district des Grandes-Rivières (447) <a href="http://www.cscdgr.on.ca">www.cscdgr.on.ca</a>	Cochrane Temiskaming Resource Centre (social services) (202) <a href="http://www.ctrc.on.ca">www.ctrc.on.ca</a>
Falconbridge Ltd (mining) (413) <a href="http://www.falconbridge.com">www.falconbridge.com</a>	Cochrane District Social Services Administration Board (193) <a href="http://www.cdssab.on.ca/">www.cdssab.on.ca/</a>
J.S. Redpath (mining) (350) <a href="http://www.jsredpath.com">www.jsredpath.com</a>	Child and Family Services (176) <a href="http://timminschildfamily.org">timminschildfamily.org</a>
Northeastern Catholic District School Board (335) <a href="http://www.ncdsb.on.ca">www.ncdsb.on.ca</a>	Grant Forest Products (175) <a href="http://www.gfp-inc.com">www.gfp-inc.com</a>

# Kenora & Wawa

## Location, location, location

- ◆ Kenora, which is home to 15,838, is nestled close to the border with Manitoba.
- ◆ Michipicoten Township (Wawa), with a population of 3,668, is located almost a thousand kilometers east of Kenora on the Trans-Canada Highway. Several settlements lie between them. They are grouped here for convenience as they represent two significant centers of employment in northwestern Ontario and the western edge of northeastern Ontario.

## All about jobs

- ◆ The median family income in Kenora is \$62,990. The four top sectors for employment are health and education; wholesale and retail trade; manufacturing and construction; and business services.
- ◆ The median family income for Wawa is \$52,839. Most jobs are in manufacturing and construction, followed by health and education; wholesale and retail trade, and agriculture and resource-based industries.

## That's the life

- ◆ Sitting on the shore of the magnificent Lake of the Woods, Ontario's second largest lake, Kenora has the atmosphere of a resort town. It is the ideal location for those who love any sort of water sport. Sailing, fishing, ice-fishing, water-skiing, wind-surfing – Kenora offers it all. Wildlife enthusiasts can relax after work surrounded by bald eagles, loons, Canada geese, beavers, deer, moose, plus hundreds of other species of birds, fish and animals.
- ◆ Wawa is blessed with numerous beaches on both Lake Wawa and Lake Superior. Three magical waterfalls create a relaxing backdrop for any weekend. Wawa is a popular destination for wilderness canoe and sea kayaking adventures. Over 100 kms of hiking trails surround Wawa and include rugged Lake Superior coastline trails.



### Kenora's Top Employers

- Lake of the Woods District Hospital (460 employees) [www.lwdh.on.ca](http://www.lwdh.on.ca)
- Kenora Home for the Aged (245) Ph: (807) 468-3165
- Trus Joist (forest products) (236) [www.trusjoist.com](http://www.trusjoist.com)
- Canadian Pacific Railway (210) [www.cpr.ca](http://www.cpr.ca)
- Wal-Mart (200)
- Kenora-Patricia Child & Family Services (138) [www.kpcfcs.com](http://www.kpcfcs.com)
- City of Kenora (120) [www.city.kenora.on.ca](http://www.city.kenora.on.ca)
- Canada Safeway Grocery (120)
- Kenora Catholic District School Board (120) [www.kcdsb.on.ca](http://www.kcdsb.on.ca)

### Wawa's Top Employers

- Dubreuil Forest Products (329) [bls-tb.com/DFP.HTM](http://bls-tb.com/DFP.HTM)
- River Gold Mines Ltd (208) [www.rivergoldmine.com](http://www.rivergoldmine.com)
- Weyerhaeuser (lumber) (163) [www.weyerhaeuser.com](http://www.weyerhaeuser.com)
- Wilderness Group (forestry) (35) [www.wilderness.on.ca](http://www.wilderness.on.ca)
- Four School Boards (99)
- Lady Dunn Health Centre (99) [www.ldhc.com](http://www.ldhc.com)
- Ministry of Natural Resources (55) [www.mnr.gov.on.ca](http://www.mnr.gov.on.ca)
- Township of Michipicoten (37) [www.wawa.cc](http://www.wawa.cc)
- Wawa Motor Inn (35) [www.wawamotorinn.com](http://www.wawamotorinn.com)
- Ontario Provincial Police (18 ) [www.opp.ca](http://www.opp.ca)

# Elliot Lake & Blind River

## Location, location, location

♦ Elliot Lake is just 45 minutes off the Trans-Canada Highway and is accessed by Highway 108. The nearest town to Elliot Lake is Blind River. With a population of just under 12,000, Elliot Lake is the seventh largest settlement in Northern Ontario.

♦ The Trans-Canada Highway bisects the town of Blind River, a tiny community of approximately 4,000 people. It is located midway between Sault Ste Marie and Sudbury on the scenic North Channel of Lake Huron

## All about jobs

♦ The median family income for Elliot Lake is \$35,442. The majority of jobs are in the health and education sectors. This is followed next by employment in the wholesale and retail trade; business services; and construction and manufacturing.

♦ The median family income for Blind River is \$45,031. The health and education sectors are by far the largest employers. The wholesale and retail trade account for the next highest proportion of workers. The next largest sector employs workers in business services. Manufacturing and construction form the fourth largest area of activity.

## That's the life

♦ Elliot Lake is surrounded by natural beauty. The rugged terrain provides scenic lookouts and spectacular climbing opportunities. Several trails run within the city limits. Fishing is popular, understandably so since the city is in the middle of more than 4,000 lakes. Elliot Lake is a destination for ATV enthusiasts and maintains more than 300 kms of looped trails

♦ Blind River offers snowmobile trails and fine beaches on Lake Huron. Blind River's lakes and rivers teem with a variety of fish. Hunters will find an abundance of deer and moose.



### Elliot Lake's Top Employers

St Joseph's Hospital  
(312 employees)  
705-848-7181

Algoma District School Board  
[www.adsb.on.ca](http://www.adsb.on.ca)

City of Elliot Lake  
(233) [www.cityofelliottlake.com](http://www.cityofelliottlake.com)

AJ Bus Lines  
(139) 705-848-3013

Zellers (74) 705-848-9211

IGA (55) 705-848-9790

No Frills (54) 705-848-3886

Prestige Glass  
(manufacturing)  
(50) [www.prestigeglass.com](http://www.prestigeglass.com)

McDonald's Restaurant  
(35) 705-848-8118

Huron Lodge (38)  
[www.huronlodge.ca](http://www.huronlodge.ca)

Tim Hortons  
(34) 705-461-3448

### Blind River's Top Employers

Blind River District  
Health Centre  
(128) 705-356-2265

Cameco Refinery (uranium)  
(118) [www.cameco.com](http://www.cameco.com)

Algoma District School Board  
(72) [www.adsb.on.ca](http://www.adsb.on.ca)

Forestply Industries (veneer)  
(63) 705-356-7586

Hutton's Valuemark  
(45) 705-356-1311

Conseil Scholaire de Nouvel  
Ontario (41) [www.nouvelon.ca](http://www.nouvelon.ca)

Hydro One  
(32) [www.hydroone.com](http://www.hydroone.com)

Ontario Provincial Police  
(28) [www.opp.ca](http://www.opp.ca)

Huron Superior Separate  
School Board  
(24) [hscdsb.on.ca](http://hscdsb.on.ca)

Town of Blind River  
(23) [www.blindriver.ca](http://www.blindriver.ca)

## PERSONAL PLANNER

Use the worksheets on these pages to help you identify where you want to go in your career and to keep you on track to achieving your goals. For more career planning resources, visit <http://NorthONJobs.com>.

### My Career Path

1. Identify at least three skills or abilities you would most like to use in your work:

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2. Describe the environment in which you would enjoy working:

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3. Identify one of the major employment sectors in which you would like to work:

- Private       Government       Academic       Non-profit

4. Choose a specific geographical location as well as the size of organization you would prefer:

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5. Identify when you want to start work and how much time you will devote to your job search:

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Using the information above, write a career goals statement that defines the skills and abilities you want to use, the type of employer you would like to work for and when you want to achieve your immediate career goals:

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### My Circle Of Strength

Networking is a key part of the job search. Make a list of people you know. Contact them and let them know you are looking for a job. Ask them to let you know of anything that might suit you.

Family	School	Church	Work	Volunteer	Other





# Where would you like to take your career?

So, you've recently graduated, or will soon graduate. Now you want to put your new skills to use. But maybe you want to see a bit of the world too.

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# The year the North chose me



**DEBORAH AARTS**

**I**n the summer of 2004, I was far from confident in my career trajectory. I'd just spent four years and a lot of money on a history degree that seemed to provide me with little more than three letters behind my name and a curiously detailed knowledge of the evolution of African diamond mining practices.

I didn't exactly choose Northern

Ontario. I suppose you can say Northern Ontario chose me. While lackadaisically surfing job websites one afternoon, I found a posting for a reporter/photographer job at a small weekly newspaper in Elliot Lake. I'd never heard of it. As a farm-bred southern Ontarian, I'd scarcely been north of Barrie. But I applied anyhow, figuring I had little to lose.

When I was called in for an interview, I wasn't sure what to expect. I loaded up my new Corolla and made the seven-hour trip North, my boyfriend helpfully prepping me with mock questions from the passenger seat.

The interview itself went well; very well, in fact. After the standard array of questions, my employer to be looked at me and asked, "What do you think of moving up here?"

Surprisingly, the query was not difficult to answer at all. I knew absolutely nobody in this unfamiliar, isolated city. My friends, family and boyfriend would all be several hundred kilometers away. I would have to adjust to small-town life after years of living in – and loving – urban

environments. But even so, there was something about the community that pulled me in. Elliot Lake offered something no other location I'd considered had. There, I would have the opportunity to get some real, bona-fide, hands-on experience. I didn't have a lot of it, I wanted more of it, and this seemed like the perfect chance to get it.

I accepted the job when offered it a week later, and proceeded to transplant my entire life to the middle of the boreal bush.

I won't pretend it wasn't difficult at times. The isolation got to me, as did the slow pace of life. My phone bills were huge. But slowly, slowly, the Northern lifestyle began to win me over. I reveled in the autumn colours, and, as the frigid blanket of winter settled in, bought my first pair of Sorel boots. I started to complain of bears and mosquitoes, and began to speak of the southern end of the province as if it were a separate country.

And I worked. With little to distract me, I logged long hours on the job, honing my writing style and developing extra skills I never thought possible.

My experiences in Northern Ontario left me with far more than I expected. I was trained properly by people who cared, not by an impersonal computer program. I developed genuine relationships with my colleagues and was treated as an individual, not a number. I was given the space, both physically and metaphorically, to nurture my potential into something spectacular.

Five years ago, if someone had told me I'd spend more than a year living on my own in the North, I'd have laughed in their face. Now, with the benefits of hindsight and a bit of perspective, I wouldn't have done it any other way.

*Deborah Aarts was a Staff Writer at the Elliot Lake Standard, a publication of the Osprey Media Group.*



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