

Older and Experienced Worker Forum Employment Ontario Programs Expo

FINAL REPORT



North Superior
Workforce Planning Board

**EMPLOYMENT
ONTARIO**

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Older and Experienced Worker Forum and Employment Ontario Programs Expo

Resources for Workers, Employers and Service Providers

The North Superior Workforce Planning Board has produced resource materials to assist both older workers and employers. First launched in 2009 and updated in 2010 in preparation for the Older and Experience Worker Forum and Employment Ontario Programs Expo, these resource materials have been very well received, not only by workers and employers but also by the region's employment and training service providers.

A Kit for Older Workers

This kit has been developed with the Northwestern Ontario older worker in mind. It is designed to help our region's older workers be more successful in the job market. It will help them to:

- think about their skills, knowledge and experience and how to translate these qualities into success in their job search;
- turn their age into an asset;
- develop a great résumé and cover letter that will "get their foot in the door" of employers;
- make the most of networking experiences; and
- know where community resources exist for displaced older workers.

To download the kit, go to:

http://www.nswpb.ca/community_partnerships_2010_2011/ow_kit_employees

Older Worker Resource Kit for Employers

This kit will assist employers to maximize the many benefits of having older, more experienced workers in their workforce and will also help them to recruit older workers. It is designed to help business owners, managers and human resources practitioners better understand and benefit from their older workforce. The kit includes information on:

- best practices with respect to the engagement of older workers in the labour force;
- how best to recruit older workers; and
- programs that exist to support older workers in the region

To access the kit, go to:

http://www.nswpb.ca/community_partnerships_2010_2011/ow_kit_employers



TABLE OF CONTENTS

Introduction	4
Morning Keynote Presentation	5
Workshop 1: <i>We're Here to Help You</i>	6
Workshop 2: <i>Is Your Business Age-Friendly?</i>	9
Lunch Keynote Presentation: <i>Age-Friendly Thunder Bay</i>	13
Workshop 3: <i>Great First Impressions</i>	15
Workshop 4: <i>Other Community Resources</i>	20
Survey	33

INTRODUCTION

On November 18th, 2010 the first-ever forum targeting Thunder Bay's older and experienced workers took place. The Older and Experienced Worker Forum and Employment Ontario Programs Expo, planned by the North Superior Workforce Planning Board with funding from the Ministry of Training, Colleges and Universities, was staged in recognition of the fact that experienced workers often need different information and supports to successfully re-enter the workforce.



Today's employers are looking for skills and training to meet a changing economy. In light of this, presentations and workshops were organized with the aim of providing experienced workers with information and access to locally-available programs and resources to help meet job search, re-training and upgrading needs. In addition, sessions aimed at boosting self-confidence and presentation skills were offered.

The day got off to a rousing start with a keynote address by Canadian author, speaker and columnist Julia Moulden entitled *Six Billion Reasons to Get Out of Bed Each Day*. In her lively presentation, Moulden presented delegates with a new group of role models—ordinary men and women who have reinvented what they do for a living.

At lunchtime, Thunder Bay City Councillor Rebecca Johnson, Chair of the Age-Friendly Thunder Bay Stakeholder Committee, Ruth Wilford from the Centre for Education and Research on Aging and Health (CERAH) at Lakehead University and Project Lead, and Ray Riley, member of the Stakeholder Committee, brought participants up to date on this important initiative.

Workshops were presented throughout the day, showcasing the Ontario Ministry of Training, Colleges and Universities' Employment Ontario programs as well as other community resources. In addition, there was a workshop by the Duluth Workforce Development Board on best practices, programs and lessons learned in that community regarding older workers.

The event wrapped up with the Employment Ontario Programs Expo, featuring panel presentations, a trade show, videos and one-on-one discussions.

The event was an outstanding success, with 161 delegates in attendance and an extremely high satisfaction rate, very near 100%. Just as importantly, in the days after the Forum, Lakehead Employment Services, YES Employment Services and Northwest Employment Works welcomed 40 new clients as a result of their participation in the event.

This document summarizes the proceedings of the Older and Experienced Worker Forum and Employment Ontario Programs Expo.

Morning Keynote Presentation:

A letter from opening keynote presenter Julia Moulden, author, speaker and Huffington Post columnist, to the Forum delegates:

November 29, 2010

Dear delegates:

It was my great pleasure to help kick off the North Superior Workforce Planning Board Older and Experienced Worker Forum recently and thought you might appreciate a quick recap of the key points we discussed.

The world tells us that, once we pass a certain age, we are unattractive, uninteresting, and basically useless (U3). To which we say? Phooey!

In fact, men and women like us have much to offer — a lifetime of experience. And, if we find (or create!) work that balances experience with a new passion, it can be the most rewarding phase of our entire careers.

How to do this? By reviewing the skills we've acquired and that are transferable. By reflecting on what's important to us now. And by reconnoitering — getting out to meet new people and to discover new resources (the event we shared being a terrific example!).

And, yes, as you suggested that morning, I'm working on a positive alternative to U3... And I welcome your suggestions!

I wish each of you the very best — keep the faith and keep at it until you ripen. And please stay in touch.

Warmest regards,

Julia Moulden

Author, speaker, columnist

julia@juliamoulden.com

RIPE: Rich, Rewarding Work After 50 – coming January 2011

huffingtonpost.com/juliamoulden



Workshop 1: We're Here to Help You

Lakehead Employment Services,
YES Employment Services,
Northwest Employment Works

Gina Proteau and Allison Bennett

Lakehead Employment Services
Targeted Initiative for Older Workers (TIOW)

The Targeted Initiative for Older Workers (TIOW) is a joint federal-provincial initiative intended to provide unemployed older workers with programming aimed at increasing their employability to reintegrate them into employment.



The objectives of TIOW are to:

- Prepare older workers for new and immediate employment, and
- To increase the employability of older workers in communities where there is little likelihood of immediate employment

Participants must meet the following criteria:

- Be unemployed;
- Be legally entitled to work in Canada;
- Be between the ages of 55 and 64 (note that persons older than 64 who meet TIOW criteria are also eligible to participate and there are also some exceptions for persons aged 50-54); and
- Lack skills needed for successful re-integration into employment.

TIOW Employment Assistance activities include résumé writing, interview techniques, informational interviewing, networking counseling, job search techniques and job finding clubs. The Employment Improvement Activities offered include:

- career or learning assessments,
- basic skills upgrading,
- specific skills training,
- certification training,
- employer-based work experience,
- placement incentives,
- preparation for self-employment,
- marketing to employers,
- mentoring, and
- support.

Each participant of TIOW must commit to participating in a minimum of 8 weeks of consecutive programming. Participants work with an Employment Specialist to determine if TIOW is their best option and, if it is determined

to be, they will work with the Employment Specialist to develop a plan. Income support in the form of a basic living allowance may be provided to eligible participants.

TIOW is being delivered by both Lakehead Employment Services and YES Employment Services in Thunder Bay.

Lakehead Employment Services
280 Park Avenue, Thunder Bay
Telephone: (807) 768-2700
www.lestbay.com

Sharon Kovacic

YES Employment Services
Resources and Information

YES Employment Services is a non-profit charitable organization that provides a resource area with free services for all employment seekers, delivers government funded employment programs, provides job seeking and certification workshops and promotes access to employment services.

YES's employment programs include Employment Service, a universal service for all job seekers and employers funded by Employment Ontario; the Targeted Initiative for Older Workers, the Summer Jobs Service Program, the Summer Jobs for Youth program and Youth Skills Link, a job find initiative. YES also offers a multitude of information resource services from use of equipment, internet access, help with skills assessments, career options, basic job search strategies and résumés and cover letters to labour market information and job leads.

YES also offers one-on-one, group and certification workshops including Strategies for Effective Job Search, Computer Basics and Discover Your Path. One hour time slots are available for personal sessions to review and rework your résumé, prepare job search materials, practice for an interview, conduct labour market research and do career exploration.



YES Employment Services
1116 Waterford Street, Thunder Bay
Telephone: 807-623-0768
www.yesjobsnow.com

Madge Richardson

Northwest Employment Works
Employment Service Program

I'm with Northwest Employment Works at Confederation College. The College has been involved in employment and training for over 30 years under many names.

We have many of our job developers here today. A number of employers call us to tell us about any job openings due to their trust in us and the fact that there is no cost involved.

The programs that we offer have specific guidelines but the results will depend on you. You drive the process. You may be very focused and know where you want to go and it could be just a matter of changing your résumé or teaching you how to sell yourself better. We can assist depending on the issues.

If we do not have a program that is a fit for you, such as TIOW, which we do not offer, we refer you to other agencies. We also offer:

- Individual assistance in career clarification or exploration – assessment tools (what are my interests, values and skills?)
- Job matching placement (matching your skills and interests with jobs that are posted)
- Job placement incentives as appropriate

We are very client focused. Our priority is what you need. Our goal is to set you off on a path for sustained employment. We encourage our clients to review where they have been, reflect on where they are now and see what the best fit for them may be in the future. We are all individuals and we all have individual attributes.

There are a couple of examples that have received a lot of media coverage. The first is self-employment benefits. This program provides entrepreneurial skills development and support to approved participants to help them develop and implement their business plan and become self-employed. If this is a dream of yours, please approach any of us to discuss the options.

The second one is Second Career. This program is specifically designed to support laid-off unemployed individuals who require skills training to help them find employment in occupations with demonstrated labour market prospects.

So any of these additional programs and services are available to you. We will also make you aware of other programs and services in the community and, if you would like, make a referral for you.

Northwest Employment Works
Confederation College
1450 Nakina Drive
Shuniah Building, Room C113
Thunder Bay
Telephone: 807-475-6298
www.northwestworks.ca

Workshop 2: Is Your Business Age-Friendly?

Lakehead Employment Services, City of Thunder Bay (Human Resources, Health and Wellness Program, Aboriginal Liaison), Home Depot, Canadian Tire

Anita Muggeridge

Lakehead Employment Services

Older Worker Resource Kit for Employers

This session provided key points from a manual for employers that has been produced by the North Superior Workforce Planning Board to encourage and assist employers to attract and retain older workers. The full report is available on the NSWPB website at:

http://www.nswpb.ca/community_partnerships_2010_2011/ow_kit_employers

Key points include:

- There are numerous myths about older workers. For example, many believe older workers are harder to train when in fact there is negligible loss of cognitive function in older workers.
- Today there are often four generations in the workplace: Traditionalists, Baby Boomers, Generation Xers and Millennials. It is important to understand the characteristics of each group.
- There are numerous local and regional resources to support employers in recruiting older workers. A list of these resources is contained in the manual.
- The successful recruitment of older workers calls for non-traditional recruitment strategies such as advertising your business as one that is “an equal opportunity employer” or one that “values older workers of all ages”.
- Ageism refers to the systematic stereotyping and discrimination of individuals and groups because of their age.
- The ageism-free workplace is respectful of all generations, is team-oriented, has an understanding of the needs and values of older workers and offers training for all ages.
- The kit for employers offers a useful Best Practices Employer Assessment Tool and numerous tips from experts.

Lisa Beckwick

City of Thunder Bay Human Resources Department

What Employees Want

The top three most important items for employees are:

- Interesting and challenging work;
- Appreciation and recognition; and
- Feeling included.

Employees are also seeking the possibility of promotion, job security, help with personal problems, good wages, tactful discipline, good working conditions and a loyal management.

At the City of Thunder Bay, survey results indicate that 76% of employees are satisfied with their job. This is an indication that the City's programs for employees are effective.

In the area of recruitment, the City offers competitive wage rates, benefits/pension, a safe working environment and a clear strategy and goals. With respect to retention, the City provides tuition reimbursement, accommodation/rehabilitation, wellness programs, flex time, a respectful workplace and monitoring of critical skills and knowledge. Leadership development programs, mentoring and coaching, special recognition initiatives and training programs are also provided.

Gary Tabor

City of Thunder Bay Workplace Wellness Program

Workplace Wellness

The City of Thunder Bay invests in its employees' future through its Workplace Wellness Program, along with Health and Safety training and Employee and Family Assistance Program.

Wellness has been defined as "a process of becoming more aware of, and making a choice towards, a more successful existence". It's about taking a good honest look at one's life and making a decision to make changes for the better.

A wellness program is designed to help employees and their families through education, awareness and encouragement to make changes that will reduce health risks and foster a culture that supports anyone's desire to make healthy lifestyle choices. Key components of a person's well-being include:

- Physical health;
- Emotional health; and
- Social health.

Wellness programs are key to addressing such issues as rising drug costs, climbing absenteeism, lower work outputs and increasing disability claims due to lifestyle-related illness (any illness that can be prevented by making changes in personal habits such as smoking, overeating and physical inactivity).

The City surveyed its workers between 2008 and 2010 to find out what types of wellness programs they wanted. Programs were then designed to fit their needs and are being rolled out between 2010 and 2011. Programs include smoking cessation, risk assessments, ski nights, lunch and learn events, "Wellness Wednesdays", healthy cooking classes, cardiovascular, diabetes and cancer awareness sessions and a corporate fitness challenge.



Anna Gibbon

City of Thunder Bay Aboriginal Liaison

Maamawe

Within the City of Thunder Bay, respect for diversity comes from the top down and that is how it needs to be within your business or organization as well. It's all about building relationships and getting to know what our community really is all about. That's how it has been with the City of Thunder Bay. There is strong support from the Mayor and Council, Human Resources, senior managers and the Health and Wellness for the process of building relationships with the Aboriginal community. Everyone is truly committed to making it work.

How do we do this? Often it's just about slowing down the process, having some good conversations and really getting to know each other. It's about identifying strengths and opportunities. That's how we went about developing an Aboriginal Strategy for The City of Thunder Bay within a year and a half when people said it couldn't be done.

Moving forward, it's clear that if we don't embrace our Aboriginal community in meaningful ways, we will continue to struggle and to an even greater extent.

How many here today are aware of the Urban Aboriginal Advisory Committee and the work that they do? This is a committee that is working together to break down silos that Thunder Bay has. They work together on many issues including employment. I will be happy to share contact information with you if you are interested in joining that committee.

With respect to your communications strategy, you need to understand that Aboriginals have a very distinct style of communicating. Take some time to learn what that communications style is and recognize that there are different communications styles in your workplace and the community. You may also want to make use of the many Aboriginal networks that exist to recruit.

What are the benefits of having Aboriginal people in your workforce? First, you will have a workplace that is reflective of our community. Safeway has done an amazing job in recruiting and retaining Aboriginal workers and it has had a huge impact on our community. You can also expand your markets. There are 49 First Nations communities out there. Have you tapped into that market? Your Aboriginal employees can very likely help. You may also be able to develop new products and services if you take the time to understand the needs of these communities and, in doing so, you will increase your profitability.

At the end of the day, it's about creating a more prosperous community. The more of us that do better, the stronger and healthier our community will be.

Eileen Michels

Home Depot

Home Depot: A Proud Top 100 Employer

Home Depot is proud to have been chosen one of the Top 100 Employers in Canada for 2011. We were also chosen a Best Employer for Canadians Aged 50+ in 2004 and Most Supportive Employer in 2005. With respect to diversity, we are ranked at or above most categories and we are now actively pursuing inclusion which also addresses how different generations can work together effectively.

Our Diversity and Inclusion statement is:

At the Home Depot we are committed to providing an environment that is, and feels, inclusive for all people. We combine our individual talents, skills and experiences with those of others to enrich the lives of our associates, customers and communities.

The Home Depot Canada actively recruits older workers for all positions. We advertise in several targeted publications such as the national CARP newsletter and website and other regional publications. Since 2004, The Home Depot has increased the number of associates 50 and older by more than 4%. Today, more than 31% of The Home Depot's workforce is 50 years of age or older.

We offer flexible schedules, benefits for part-time associates as well as those who are 70+, flexibility to reflect experience in our hourly rates, a full training package with continuous learning and Employer of Choice, Wellness and Safety Committees.

Our Core Values include "respect for all people" and "taking care of our people". This provides very clear direction on corporate expectations for the kind of environment we provide for our associates. All associates attend a 13-hour orientation session that includes training on discrimination and harassment prevention. We have also just rolled out, Canada-wide, a three-hour diversity and inclusion session that deals with how different groups can work effectively together.

When applying to The Home Depot, please don't:

- Include personal details prohibited by law (i.e., weight, date of birth);
- Include documentation unrelated to the job you're applying for; and
- Underestimate your own value.

Please do:

- Keep your résumé concise and relevant;
- Outline your transferrable skills;
- Include volunteer experience and hobbies/interests;
- Be able to operate a computer; and
- Have realistic expectations about wages.



James Iannetti
Canadian Tire

Here in Thunder Bay, we have 140 staff with about 50 of those older than 40. What are the benefits of hiring older workers? We have found that there are many.

Older workers as a whole tend to be very punctual, dedicated, honest, reliable and trustworthy and those are just some reasons why we value them so greatly.

They also have very good communications skills (both with the public and with management), setting a good example for our younger workers. We have found that today's youth are lacking some social skills so we buddy them up with older workers to learn how to better communicate. In turn, our older workers feel valued in helping our young employees.

It goes without saying that older workers have maturity. Over their lifetime, they have had years of experience and have hit all the hurdles. In this fast-paced business, we need people who have the ability to make not only quick decisions but the right decisions. Older workers have made their mistakes earlier.

A positive attitude is probably the biggest strength of older workers. It all starts at the ground level of any business.

When hiring older workers, we always ask them what their future goals are. We want to be sure we can meet their needs because we want to keep them long term.

We have in the past looked to different agencies to help us in our recruitment of older workers including YES, March of Dimes and Grant Thornton.

When interviewing an older worker as a possible member of your team, my advice to you is to look beyond what's on the piece of paper. There is so much more to know about older workers.

At Canadian Tire, we have a great team and a diverse culture under one roof, with all ages working together. We recognize staff achievement every morning at our staff meetings. There's lots of energy in our store. Come in and meet Bill who is 70 years old and smiling 24-7. Smiles are free.

Lunch Keynote Presentation: *Age-Friendly Thunder Bay*

Councillor **Rebecca Johnson**, City of Thunder Bay; **Ruth Wilford**, Centre for Education and Research on Aging and Health, Lakehead University; and **Ray Riley**, Committee Member.

Age-Friendly Thunder Bay is a committee of dedicated stakeholders who want to ensure that Thunder Bay is a good place in which to grow old. The participants work together to create a vision, communicate and educate; support research and information dissemination; establish priorities for action; provide advice to city and community partners and coordinate initiatives to optimize the use of resources. The committee includes members of the older adult population along with members of local organizations that support older adults and who are committed to older adult issues.



The goal of Age-Friendly Thunder Bay is to have Thunder Bay recognized as an “Age-Friendly City” by the World Health Organization (WHO) by becoming part of the WHO Global Network of Age-Friendly Cities. An Age-Friendly City is accessible, inclusive and supportive of its older citizens. It offers the following supports for older adults:

- Values, diversity, choice and independence;
- Inclusive and accessible community resources; and
- Specialized seniors’ services.

The time is right for Thunder Bay to become an Age-Friendly City. Our aging population is more educated, financially secure and influential than ever before. These citizens will induce changes at all levels within the city. In addition, promoting quality of life and independence for seniors now will prevent the need for more costly municipal support programs later.

The benefits of Thunder Bay becoming an Age-Friendly City are numerous. We will be one of the first cities in Ontario to be recognized as a model for age-friendliness. This will contribute to the growth of our economy and our positioning as a city that is inclusive.

Research indicates that in Thunder Bay:

- Older people feel respected;
- There are pleasant outdoor spaces for walking and recreation;
- There are opportunities for meaningful involvement through volunteerism;
- There are many opportunities to stay active;
- There is an affordable cost of living; and
- There are many cultural activities.

There are, however, also some barriers including:

- Lack of choice in affordable housing options;
- Lack of affordable and accessible transportation;
- Lack of safe neighbourhoods;
- Lack of easy access to information;
- Shortage of opportunities for meaningful involvement through employment; and
- Not feeling involved with municipal government.

On May 10, 2010, Thunder Bay City Council members endorsed the recommendation that Thunder Bay become an Age-Friendly community. As a champion of this initiative, Thunder Bay is one of the first cities in Ontario to be recognized with the Age-Friendly title, and is now well positioned to become internationally recognized as part of the World Health Organization's (WHO) Global Network of Age-Friendly Cities. Becoming age-friendly also recognizes the social and economic contribution of Thunder Bay's older people and the growing economic opportunities of providing goods and services for our aging population.

There are four steps in becoming part of the WHO global network.

FOUR STEPS
<p>1. <i>Establishment of mechanisms to involve older people in all stages of the Age-friendly Cities (AFC) process.</i> Cities are also encouraged to build partnerships with government and civil society (including non-governmental organizations and academic institutions).</p>
<p>2. <i>Development of a baseline assessment of the age-friendliness of the city. This assessment can be flexible to take into account the diversity of cities, however at a minimum, it needs to consider each of the eight domains identified in the WHO Age-friendly Cities Guide.</i></p>
<p>3. <i>Development of a 3 year city-wide action plan based on the findings of this assessment.</i></p>
<p>4. <i>Identification of indicators to monitor progress against the plan.</i></p> <ol style="list-style-type: none">1. outdoor spaces and buildings,2. transportation,3. housing,4. social participation,5. respect and social inclusion,6. civic participation and employment,7. communication and information, and8. community support and health services
<p>It is anticipated that the action plan will link to other municipal instruments to ensure that age-friendliness becomes a core responsibility for all municipal departments.</p>

The Age-friendly stakeholder committee has already completed the first two steps and has been meeting with city administration to determine how Steps 3 and 4 will be met.

Workshop 3: Great First Impressions

Joan Kulmala, Totally-U Image Communications, Carol Turner and Deborah Jackson, Duluth Workforce Development, Sharon De Benetti, YES Employment Services

Joan Kulmala

Totally-U Image Communications

The Image Connection: It's All About You

Image is a tool for communicating and revealing your inherent qualities, your competence, your abilities and your leadership. It is a reflection that bears long-lasting influence in your bid for success. Image is not a tool for manipulation, nor is it a false front and it cannot be a substitute for substance.

Image is linked to:

- Having a positive outward appearance;
- Having a sense of wellbeing;
- Self-confidence (inner confidence); and
- Outer confidence.

Making a great entrance includes a positive facial expression, body language, appearance and attitude.

Here are some tips:

- No matter what you wear, your clothes should be neat and clean
- Keep your shoes in good condition.
- Your hair should be neatly styled.
- For women: makeup should be subtle.
- Nails should be clean and neat and of reasonable length.

"Aspirational dressing" is dressing for the job you want. If you aspire to be a manager, dress like the managers in your company do.

Casual doesn't mean sloppy. You can't go wrong with khakis and a sport shirt or a nice sweater. Adhere to the employer's dress code: find out whether it's formal (suit and tie) or casual by asking around or by observing employees arriving for work.

Dress slightly better than you would if you were an employee. For example, if the dress code is very casual, you should take it up a notch. Cover up tattoos and remove body jewelry until you know whether they are acceptable at that particular workplace.

Carol Turner and Deborah Jackson
Duluth Workforce Development
Our Top Ten Tips for Making a Great First Impression

10. Do your homework so that you will be prepared: Research the company. Be able to talk of their product or service, their company history, achievements, mission statement, and philosophies. If you really want to work there, you should be able to tell your interviewer how well you would fit and contribute to the company's success.



- Practice interview questions, ideally looking at yourself in the mirror.
- Bring your updated résumé and list of references or reference letters.
- Get plenty of sleep the night before and drink lots of water for hydration.
- Write down questions for the interviewer.
- Make sure you have gas in your car or know the bus schedule and where it drops you off.

These little things mean so much in terms of being prepared.

9. Know your skills as they relate to the job for which you are applying:
 - Have a 10 second “elevator speech” showcasing your skills for the job.
 - Provide a one-time résumé specific to that employer for that job. Offer your résumé again to the employer and bring several copies in case you are interviewed by a group.
 - Know your Job Related Skills - Job/Industry Language, Employer Screening Skills, Transferrable Skills, Universal Skills, Self-Management Skills, “Fitting-In” Skills/Personality Traits
 - Provide quality samples of work - proof by example
8. Get a personal referral to the company - 42% greater chance of being hired
7. Wear appropriate workplace dress:
 - Choose conservative professional clothing. Make sure it is clean, free of stains and pressed.
 - Shine your shoes. What you wear speaks volumes about your attitude about the position.
 - Have good grooming with no cologne or perfume, absolutely NO smell of alcohol, limited make-up, haircut/shave, appear healthy (low sick time, low medical costs)
6. Arrive ten to fifteen minutes early. This shows that you are responsible and punctual. Getting there one minute before 'show time' may or may not be considered by the interviewer, but you'll feel the stress. Right now, it IS all about you. If you have gum in your mouth, take it out now. Be aware of your surroundings from the moment you arrive on the property. Keep a professional demeanor and presence from the moment you arrive.
5. Turn off your cell phone !!!!!!!
4. It's Show Time!:
 - Greet your interviewer with confidence. Make eye contact, smile, and extend your hand for a firm, professional handshake.

- Let the interviewer begin the interview as opening comments set the pace and may give you a good idea of the person's personality and style.
- Smile and be confident: engage in conversation, show good manners, walk with confidence. Look as though you are glad to have the opportunity to interview. Think of the process as a privilege that few people get a chance at. A smile signals that you can relax in a serious setting and that you are friendly.
- Watch your body language to make sure it will be making a good impression. Sit up straight, don't slouch, and don't ever roll your eyes or anything that the interviewer will find disrespectful. Try to make your body language convey that you are positive and excited about the job, and the interviewer will notice. Plus, good body language will help you verbally during the interview. If you are sitting up straight, your mind set will likely be more formal and professional, and that is good for an interview. Sit with both feet on floor; hands resting on lap. Plus, even if an employer doesn't consciously notice it right away, they will get an impression of you based on your body language, and it could be a big factor in their decision, whether they really know it or not. Sit tall with good posture. Bad posture will make even a great outfit look unprofessional. Do not slouch or fidget in your chair.

3. Listen, Think and Link:

- Listen carefully to what the employer is asking. If you're unsure, pausing just a few seconds can prevent a faux pas that you cannot take back once it's said.
- Think before you answer a question, ask one, or comment.
- Link your answers to job-related proof you are qualified for the job. Show results.
- Be there. Do not allow your mind to drift, multitask or think about what you will say next. Impress the interviewer by being engaged in your conversations. Speak clearly, do not mumble. Answer questions briefly but completely. The interviewer will ask more questions, if needed, to expound on a subject but it is best to let them take the lead instead of saying too much. (Remember the interviewer has as much at stake here as you do. They are responsible for selecting the candidate who will fit best into the position/environment of the company).

2. Solve their problems - don't be their headache. "I'm here to help you be successful". Employers do not hire headaches.

Be interested in their business and ask questions (but do not ask about wage, benefits).

1 ½ Use Good Manners - Think positively and be excited about new beginnings.

- Respect their time.
- Respect their position.
- Respect their space - Do not be lax or casual - leave your purse, portfolio or brief case on the floor (not on their desk or personal space).
- Thank the interviewer before leaving.
- Thank the interviewer for their time.
- Shake the interviewer's hand and use their name in thanking them.
- Maintain eye contact.
- Engage in conversation about the next step in hearing about a decision.
- Write an immediate thank you note - send an email if a decision will be made very soon.

1. Think like the employer!

Sharon De Benetti

YES Employment Services

Résumé and Cover Letter Tips

Your résumé is an important opportunity to make the most of your abilities. Think of your résumé as a one- or two-page marketing tool that promotes you. The reader will have only a few seconds to evaluate your accomplishments, education, experiences and interests. You will be invited to an interview if your résumé shows how you fit into an employer's picture.

When creating a résumé, it is important that you consider content and appearance. Although it can be time-consuming at the beginning, you will find that, once you formulate a good basis for your résumé, you can revise it as you need to.



Which format is best?

Whatever format you choose, keep in mind that the purpose is to promote your product: you! Different formats work better for different jobs and for different people. Here are three commonly used formats:

- A chronological résumé lists your background in order by date, with the most recent information first. Use it for traditional jobs requiring a specific skill or when you have lots of work experience.
- A functional résumé is composed of skills, work experiences and abilities as they relate to the position you are applying for. Emphasis is placed on what you have or can do rather than when you achieved it. Use it if you have little or no experience but lots of skills.
- A combination résumé is a more creative approach to selling yourself. It highlights both your skills and accomplishments and also any relevant work experience. Use it if you have a great deal of work experience and many transferable skills.

If you are uncertain as to which format works for you, choose the combination résumé. It is essential that you be specific on your résumé and that it includes information on all the relevant skills and abilities that you possess. Remember that what you did is more important than where and when you did it. Your résumé is not a review of your life and all you have done. Instead, it highlights the value you can bring to an organization or business.

References are extremely important to help an employer make the final hiring decision, so choose them with care. Including your references as part of your résumé shows openness, confidence in your previous work, volunteer or educational experiences and saves the employer the inconvenience of trying to track you down to obtain references.

Appropriate references include:

- Business associates
- Co-workers
- Teachers
- Coaches
- Volunteer personnel
- Previous employers
- Employment counselors

Here are a few tips about references:

1. Get their permission first;
2. State only the information your references want shared;
3. Maintain frequent contact;
4. Brief them on the position you are applying for;
5. Don't use friends or family members unless job-related; and
6. If you have a letter of reference you may want to submit it with your résumé.

Cover letters are another important component of the job application process. Here are some points to remember when preparing a cover letter:

- Customize each letter for each job;
- Match the paper for your cover letter with that of your résumé;
- Ensure that you are typing or writing your OWN letter;
- Determine the name and title of the person responsible for hiring or address it to "Human Resources" or "Hiring Committee";
- Choose phrases and words that demonstrate your ability to perform the job advertised – often found in the ad itself;
- Provide evidence of your skills;
- Include personal characteristics that will support the position you are applying for;
- Have someone proofread it; and
- Remember to sign your letter.

Workshop 4: Other Community Resources

Oliver Reimer, Thunder Bay 55+ Centre; Nancy Angus, City of Thunder Bay – Older Adults; Jesse Roberts, Thunder Bay Public Library; Annemarie Wesolowski, Literacy Northwest; Adrienne Serrao, Service Canada.

Oliver Reimer

Board Volunteer, Thunder Bay 55+ Centre
The Thunder Bay 55+ Centre

The Thunder Bay 55+ Centre provides individuals 55 years of age and older with the opportunity to volunteer their time, talents and skills for the betterment of the Centre while at the same time gaining a positive and fulfilling volunteer experience. Volunteering is a great way to meet new people, share your skills, learn new skills and give to others. Most of all, it's fun!



The Centre Library offers books of every sort as well as magazines and videos for your enjoyment and education. You can also stay in shape while having fun by trying out any of the numerous physical activities that are offered at the Centre from team and individual sports to fitness classes and dancing.

There are numerous opportunities to learn a new craft such as basket weaving or making your own Christmas cards along with a well-equipped wood working shop. You can also try out the rewarding practice of ham radio operating and other technological and electronic pursuits. Equipment and guidance are available to allow you to learn more about the basics of a computer, surfing the Internet and using a digital camera.

The Centre offers art courses taught by qualified teachers including drawing and sketching, beginners' oil and acrylics and advanced water colours. Music lessons are also available.

Wellness programs include blood pressure testing, hearing screening, blood sugar checks and more.

It's free to become a member of the Thunder Bay 55+ Centre. Call 684-3066 for more information or visit us online at www.thunderbay.ca/55plus.

Nancy Angus

City of Thunder Bay – Older Adults
Be a Model

Today we are going to look at ways in which you as an older adult can “be a model”, trends affecting the older adult recreation sector, employment opportunities and my own employment journey as an older adult.

Being an active 55+ role model not only benefits you but it also benefits people around you and the community as a whole. There are numerous ways to become more active as you become older. Seek out positive recreation and leisure opportunities. Try something new and never stop learning.

As our nation's population ages, trends affecting the recreation centre are emerging. Interest in informal and individual activities is growing along with volunteerism. There is more partnering in the workplace and more people are becoming self-employed.

Today in Thunder Bay, there is a shortage of fitness/activity instructors. Consider becoming a role model, leading sessions for your peers. You could become employed as a fitness leader, aquabics instructor, personal trainer or a yoga or skating instructor, among many others. You could teach guitar or help people to learn to knit. Paid and volunteer opportunities are numerous in Thunder Bay. It may not be high paying employment but opportunities can boost your self-esteem, self-worth and build other employable skills.

The best book I have read recently on how to stay engaged no matter your age is Lyndsay Green's *You Could Live a Long Time: Are you Ready?*, Lyndsay Green, (Thomas Allen Publishers, 2010).

Another good book is *Mental Fitness for Life*, Sandra Cusack, Bull Publishing, 2005 and *Stayin' Alive, How Canadian Baby Boomers will Work, Play and Find Meaning* by Michael Adams, (Penguin Publishing, 2010)

You may also want to explore the following websites:

ALCOA - Active Living Coalition of Older Adults,
<http://www.alcoa.ca/>

Zoomer Magazine, a publication of CARP (Canadian Association of Retired People)
<http://www.zoomermag.com/>

Volunteer Canada - Resources for Older Adult volunteers
<http://volunteer.ca/resource-centre/volunteering-and-older-adults>

Volunteer and Healthy Aging Project (Volunteer Canada)
<http://www.volunteer50plus.ca/>

Blogs

Boomers Info Kiosk (Guelph Wellington Seniors Association)
<http://boomersinfokiosk.blogspot.com/>

To create your own options for part-time or volunteer leadership in the older adult recreation field look for ideas in the following:

Thunder Bay Seniors Newspaper
<http://tbayseniors.com>

The Thunder Bay Chronicle-Journal
<http://www.chroniclejournal.com>

My own journey as an older worker has been interesting. After a couple of car accidents, I found myself without work and started my solo dance through the health care system. I spent a lot of time at appointments. One memorable New Year's Day I turned on CBC television and saw a woman from Toronto demonstrating walking poles. I contacted that woman from television and signed up for an Urban Poling walk leader training program in Toronto. I started leading groups in Nordic walking and renamed my walking poles to "magic sticks." Because of the confidence I gained from leading groups and developing programs, I applied for a job as the Community Program Developer for Older Adults with the City of Thunder Bay. I showcased the "magic sticks" during the interview. I got the job and now assist people 55+ to find positive recreation programs that help build the brain, body and soul.

In summary, my advice would be to find something you believe in to do, think age-friendly, not ability-restricted, be creative, talk to people about options and dive in! Be an Active 55+ Role Model.

To find out more information about older adult recreation opportunities in Thunder Bay or where you might be able to fit in as an employee or volunteer, contact Nancy Angus, Community Program Developer for Older Adults, Recreation and Culture Division at 684-2403 or nangus@thunderbay.ca.

For a list of free and fee recreation programs, go to the 55 Plus Active Inventory at www.thunderbay.ca/55plus.

Jesse Roberts

Thunder Bay Public Library

The Public Library as your Silent Career Partner

Thunder Bay's libraries support the expansion of continuous learning, critical research and technological skills through the provision of information, public internet, Microsoft office products, meeting space, career reference sources, research databases and search expertise.

To assist clients to prepare résumés, we provide access to books with résumé samples, guidance and advice and to databases with do's and don'ts, résumé samples and advice.

Clients can also access practical guidance on developing effective cover letters and view sample cover letters and other business correspondence.

Our selection of magazines includes such publications as *Entrepreneur*, *Northern Ontario Business* and *Forbes* and there is online access available to other publications and information on industry trends, among other helpful information.

Visit the Thunder Bay Public Library online at <http://mycatalogue.tbpl.ca> to access thousands of magazines, electronic books, encyclopedias and staff-selected web sites.

You should also check out the Career Cruising site at www.careercruising.com, an ideal source for career planning that offers job profiles, educational requirements and extensive self-assessment tools. This resource enables you to create a personal portfolio with career options and a résumé builder.

Other library services include computer and internet classes (Mouse in the House, Introduction to the Internet, Internet Searching Tips and Tricks), Facebook Coach (a one-on-one session to teach you how to use Facebook), genealogy classes and My Library Card Online. Remember, as well, that the personnel at the libraries are your greatest resource. We are here to help you in your job or information search.

Annemarie Wesolowski

Literacy Northwest

Literacy Resources

The Literacy and Basic Skills (LBS) program is funded by the Ministry of Training, Colleges and Universities, Employment Ontario. Employment Ontario consists of employment service programs and employment training programs.

The LBS program is for adults aged 19 yrs and over; some exceptions are made for early school leavers aged 16 – 18. To better meet the diverse upgrading needs of adults, the LBS program is delivered by three sectors; College, Community-Based agency, and School Board, and four streams; Aboriginal, Anglophone, Deaf, and Francophone. There are over 300 LBS program sites in Ontario.



The LBS program is free but, at times, there may be some cost for books or supplies.

What does literacy mean to you? Most people would say that literacy means being able to read and write. Some would also say it means being able to do basic math, such as adding, subtracting, dividing and multiplying. Literacy is all that, BUT, so much more! The definition of literacy has changed over the years as the demand for literacy has grown. A common definition of literacy today is "having the ability to use and understand written material in daily life at home, at school, at work and in the community to achieve one's goals and full potential".

Literacy skills are the foundation skills for all higher level learning – some call them essential skills – they include:

- Reading: a wide range of materials for a variety of purposes, i.e. the newspaper, comic books, novels, a recipe, instructions, labels on medicine
- Document Use: being able to find information in reports, maps, the phone book, forms, charts
- Numeracy: basic math, estimating, making change, figuring out how much 25% off is, budgeting, measuring
- Writing: different types of writing for different purposes, i.e. filling in forms, notes, letters, reports, instructions
- Oral Communications: asking for and giving information, being able to make yourself understood – use proper grammar, speaking to a group
- Working with others: being helpful, being cooperative and respectful of others, complete your part of the work on time, work independently when needed
- Thinking: recognize and identify problems, problem solving, organize tasks in a reasonable order, memorize information, find and apply information
- Computer use: use different technology – computer, fax machine, email, internet, spreadsheet software – for different purposes (work + pleasure)
- Continuous Learning: learn from past experiences and apply lessons learned to new experiences, learn from the expertise of others, try new ways of doing things, know your learning style – the ways you learn best.

Now that you have a better understanding of literacy, you'll understand why adults attend literacy programs..... there are many reasons, such as:

- To learn new skills and improve basic level skills to improve their independence, i.e. to read better to better understand, to make sense of a bus schedule or a road map, to study for writing the driver's test, to be able to read labels on food cans and medicine bottles, to learn how to use the computer to send emails to family
- To improve skills to get your Grade 12 or the GED, or to get into an apprenticeship
- To improve skills to be able to pass the Mature Student Test and get into a college or university program
- To improve work related skills, to find a job or keep the job they have

There are four LBS agencies in Thunder Bay:

- Alpha Thunder Bay is a Francophone program for adults whose first language is French and who want to improve their French language literacy skills in a small group or one-to-one setting
- Anishnawbe Skills Development Program is an Aboriginal program for Aboriginal and non-Aboriginal adults, both English and non-English speaking, who want to learn or improve their English language literacy skills, in small group and classroom settings, in a program that respects and incorporates Aboriginal culture at the heart of the learning and teaching processes
- Confederation College LBS Program is for English speaking adults who are at higher literacy levels that wish to upgrade their English language skills in a classroom setting, to get into a college course or who want to complete the Academic Career Entrance program, which gives them a grade 12 equivalent certificate that is recognized by many employers to meet their minimum grade 12 requirement for employment.
- The Northern Literacy + Life Skills program is for adults that are culturally Deaf or hard of hearing who wish to learn or improve their American Sign Language and literacy skills in small group and one-to-one settings

- Thunder Bay Literacy Group is for English speaking adults wishing to upgrade their English language literacy skills in a small group or classroom setting, or with a one-to-one tutor.

The Thunder Bay Literacy Group is the only LBS agency in Thunder Bay that recruits and trains volunteer tutors and matches them with learners that want a one-to-one tutor. If you're interested in finding out about volunteering, please give them a call – it's a very rewarding experience!

If you're not sure what the best program is for you, give Literacy Northwest a call and, depending upon your needs, we'll do our best to refer you to the most appropriate program. You can also go to the our website at www.literacynorthwest.on.ca to find a complete listing of all of the LBS agencies in northwestern Ontario, as well as more detailed information about the LBS program, the funding ministry and Literacy Northwest.

Adrienne Serrao

Service Canada

Service Canada Resources

Service Canada is the Government of Canada's one-stop service delivery network. In partnership with other departments, agencies, and levels of government, we offer Canadians an easy point of access to a wide range of the programs and services they need.

You can now access 77 services through Service Canada, and you can do this on the Internet, by telephone, in person, or by mail, whether at Service Canada Centres or our outreach sites.

Service Canada is committed to providing excellent, convenient service to all Canadians. Our goal is to enhance services and add new ones on an ongoing basis. Thanks to a number of client satisfaction recording tools, we keep track of Canadians' changing needs and work to continuously improve our services.

The Employment Insurance (EI) program offers temporary financial assistance to Canadians. One type of benefits that the EI program offers is regular benefits. EI regular benefits are offered to people who have lost their employment through no fault of their own (for example, because of a shortage of work or because they were employed in seasonal work) and who are ready, willing, and capable of working each day but unable to find work.

You may be entitled to receive EI regular benefits if you:

- have paid premiums into the EI Account;
- lost your employment through no fault of your own;
- have been without work and without pay for at least seven consecutive days;
- have worked for the required number of insurable hours in the last 52 weeks or since the start of your last EI claim, whichever is shorter;
- are ready, willing, and capable of working each day; and
- are actively looking for work (you must keep a written record of employers you contact, including when you contacted them).

Beginning in January 2011, self-employed Canadians will be able to access EI special benefits. There are four types of EI special benefits:

- maternity benefits;
- parental benefits;
- sickness benefits; and
- compassionate care benefits.

You can enter into an agreement, or register, with the Canada Employment Insurance Commission through Service Canada if you:

- operate your own business, or if you work for a corporation but cannot access EI benefits because you control more than 40% of the corporation's voting shares; and
- are either a Canadian citizen or a permanent resident of Canada.

If you are thinking of retiring there are some options you may want to consider and benefits for which you may be eligible:

- The Canada Pension Plan (CPP) Retirement Pension provides a monthly taxable benefit to retired contributors.
- The Old Age Security (OAS) Pension is a monthly benefit available to most Canadians 65 years of age or older who have lived in Canada for at least 10 years.
- The Guaranteed Income Supplement (GIS) provides a monthly non-taxable benefit to low-income Old Age Security recipients living in Canada.
- The Allowance is a monthly benefit for low-income seniors (aged 60-64) whose spouse or common-law partner is eligible for, or currently receiving, the Old Age Security (OAS) Pension and the Guaranteed Income Supplement (GIS).

With your My Service Canada Account online you can:

- View and update your important (EI) messages, payment information, current/past claims
- View/change your EI direct deposit, mailing address, and telephone number
- View/print your EI/Canadian Pension Plan (CPP)/Old Age Security (OAS) tax slips
- View/change your CPP/OAS payment destination, address and telephone number
- View/print your CPP statement of contributions and Benefit Estimate
- View your electronic Records of Employment
- Register to pay Employment Insurance premiums on your self-employment income (for self-employed persons)

Go to <http://www.servicecanada.gc.ca/eng/online/mysca.shtml> for details.

Apprenticeship grants are designed to make a career in the trades an attractive choice and encourage more apprentices to complete their training. Eligible apprentices could receive up to \$4,000, which can be used to pay for tuition, travel, tools, or other expenses.

Carol Turner and Deborah Jackson

Duluth Workforce Development

Experienced Workers: The Duluth Experience

We'd like to start by giving you a general idea of who we are and what we do. We work for the City of Duluth and we each have more than 20 years of experience in our jobs. We serve a multitude of clients: youth, adults, dislocated (displaced) workers, seniors, schools and employers. Overall we serve about 5000 clients a month, 1500 in our office a year, approximately 100 of which are older workers. Older workers—those who are 55 and older—are our specialty.

The Workforce Centre is very large and it is a partnership of many organizations including vocational employment rehabilitation, veteran's services, mental health workers and others to offer a one-stop shopping experience for all of our clients under one roof. No matter if you are a youth, a veteran, a person with a disability or a displaced worker, you will find the services needed related to employment.

The key to finding a job is in knowing your skills and there is an important reason for this. Employers want you to have clear understanding of what he/she needs and to be able to articulate what you can do to get the job done.

To achieve this, we conduct vocational assessments to help our clients determine:

- Abilities;
- Interests;
- Work values (what you value and enjoy in employment);
- Physical abilities (as we age sometimes we can't do the things we used to do);
- Motivation for working; and
- Job-related skills (job/industry language, transferable/universal skills, self-management skills, fitting in skills/personality traits).

Every person carries the past, present and future with him or her. Part of our job is to determine the total package of what a person brings to the job through our job search tool chest. We don't claim to be expert on what all is going on in people's lives but we can direct our clients to other resources that can help them with those things, such as housing, food, clothing, family issues, medical needs, mental health issues, disability or veterans' issues. These are all part of who a person is. Under the same roof, we all work together in a balanced approach to support our clients. We work in teams and we all contribute to their goal achievement.

We advise whoever we work with to advocate for themselves and be aware of how they are part of the bigger picture and how they can continuously move further towards their goal. We also tell them to follow through on the advice that people give them as there is a lot of wisdom out there.

We have been hosting Job Clubs in our office right from the beginning. Job Clubs are groups of job seekers who are all there together looking for work. Job clubs offer an atmosphere of friendship, support and the sense that you are not in this alone. At our Job Club, participants practice preparing applications, résumés, interview skills and writing thank you notes and how to job search in a meaningful, purposeful way that will help them to stick to it. The Clubs are led by people like us and from other agencies whose job it is to help people reach their goals. There is real power in numbers. Putting people together to help each other is a huge advantage of Job Clubs. The attributes that everyone has start to emerge and confidence builds. Job Clubs ensure that there is a minimal amount of unstructured time. Participants have to create a weekly plan and do something every single day leading towards their goal. They undertake a purpose-based job search, not one that is fear-based.

We also tell clients to expand their world view of themselves as people often pigeonhole themselves. We help them in a positive and compassionate way to start to see themselves in a different light and see other possibilities. We know that here in Thunder Bay there has been a lot of disruption in jobs related to forestry. We bet that each displaced worker here has at least 100 different transferrable skills but don't really think about it that way.

We also teach people about the hidden job market and this is really eye opening. It's a treasure map. Most often, people look in the newspaper, on the Internet, in Job Banks and on bulletin boards for a job. That's the posted job market. Only 25% of jobs are actually posted and 75% of people are competing for those jobs. The hidden job market accounts for 75% of jobs (for every job posted 3 more are not) and only 25% of people are applying for these. It's not what you know; it's who you know. Talk to people in the grocery store, when you're getting the car fixed, in the hairdressing shop, to your neighbour and friends about you and your skills.

Let's talk for a few minutes about online applications. Contrary to popular advice, we tell our clients not to fill out paper applications. It's very time consuming. You have to get it, take it home, fill it out, go back with it and then it gets filed. If they're searching the hidden job market, we tell our clients to bypass that process until they actually have to do it. We show how to fill out online applications and that often requires that we provide

training in basic computer skills and basic internet skills first. But we do tell them, "If you don't have skills to fill in the application, you need to learn".

We want to share a fabulous tool, one that you can try at home in your bathrobe and get very powerful results. This is great for first contact and keeping telephone anxiety down. Practice this with a friend and get feedback. It's a script that we have taken from a book called *Wizard of Work* by Dick Gaither. Dick Gaither is a guru of job searching. Here is our phone script:

Hello, Ms Thompson. My name is Deborah Jackson and I am interested in a position as a community-based advocate. Mr. Dillon from the Duluth Chamber of Commerce gave me your name and said that you are someone who is experienced in this field and that you might be willing to talk with me. I have over 20 years' experience as an employment counsellor and have managed caseloads of up to 60 people with multiple barriers to employment, connecting them with local resources. I am proficient with computer applications including Microsoft Word, Excel, PowerPoint and Outlook. I am personable, compassionate, flexible and able to meet deadlines. I was recognized as employee of the month for outstanding service and professionalism. I welcome the opportunity to make a positive difference in someone's life. If possible, when would be a good time for me to come by to talk with you?

If she is too busy to meet:

Sorry we can't get together at this time. Do you know if anyone can use my skills? May I contact again to ask if you have had personnel changes or seek advice? Thank you.

In closing, we'd like to remind you to always think like an employer. Get your mind into that employer's wants and needs. Any question consists of two halves: Can you do the job? Are you going to be a problem?

The Minnesota Workforce Center website is:

http://www.positivelyminnesota.com/JobSeekers/WorkForce_Centers/See_All_WorkForce_Center_Locations/WFC_-_Duluth/index.aspx Over 5000 people visit the Workforce Center each month. Workforce Centers help job seekers find employment, help businesses find workers, and help anyone at any stage explore and plan careers. This center is one in a system of nearly 50 Workforce Centers statewide. Each offers a knowledgeable staff to guide you. Each provides essential tools to make your job search a success. Most services are free of charge.

Our office website is: <http://www.duluthworks.org/> We enroll and serve more than 1500 participants each year. Employment service programs serve youth, adults, dislocated workers and seniors. We partner with employers, education and community-based services to develop the workforce.

The link to the senior employment programs is: <http://www.duluthsenioremployment.org/>. We enroll and serve approximately 100 older workers in the Senior Community Service Employment Program (SCSEP), a program of the United States Department of Labor, which helps low-income people age 55 or older get back into the workforce through job skill training and employment placement assistance.

Worker Panel

Amina Abu-Bakare, Konrad Roesch, Shawn Allaire, John Wassenaar, Lori Krzystofczyk

Amina Abu-Bakare

As a mother, Amina Abu-Bakare spent much of her prime raising her children, volunteering for several organizations and, later, getting an education. As she entered her 50s, Abu-Bakare, armed with a freshly-acquired MBA, decided it was time to enter the workforce. But the jobs didn't materialize.



Abu-Bakare said that she feels that she is part of a growing number of people who have plenty to offer employers, if just given the chance.

"Even though we've stayed home, we've volunteered, we have all these skills, employers still want you to have on-the-job experience. They are not looking at the fact that, as older workers, we come with all the skills that will help us in the workforce, and that even though we come with a clean slate, it's something they can build on."

Workers older than 40 are also a little more focused in what they want than workers fresh out of school and starting their careers, Abu-Bakare said.

"We are not going to job hop. We are looking for something to help us fill in those long years, until maybe our eighties, when we can retire," she said.

Abu-Bakare says that she has found helpful resources at Lakehead Employment Services. As a result, she is very hopeful she will find meaningful employment.

When thinking of succession planning, she says, think about all of the new MBA's coming out of Lakehead University. Most women can multi-task and older women will be a big asset to your company.

Konrad Roesch

Employed at Salvation Army

I immigrated to Canada in 1981. My background is the hotel industry. I started right here at the Travelodge Airline. This was a very busy place and I enjoyed it. I was then asked to go with Richard Lenz to help to open Harrington Court and that was a great experience. I then went back to Europe and then returned to Canada where I opened my own business in consulting. Next I was employed for 16 years by a nation-wide company. I then branched out into health and safety training. It was very interesting and I loved it but I was away from home a great deal. Next, a layoff in the mines we catered to resulted in me being out there on the street. In short, my world fell apart. Everyone thinks it cannot happen to them. No one thinks about losing their job.

Lakehead Employment Services does a wonderful job. They helped me so much with my résumé which helped me in turn to get my new job. I really love my job. I really look forward to going to work each day. I am a business manager, HR person, IT person, and finance person and I really have to say that I believe that older workers can do this kind of multi-tasking better than younger workers. In the workplace, we need all ages and respect for all ages. That type of balance will ensure success.

Shawn Allaire

Losing my job later in my career had a very detrimental effect on my life and, as a result, I essentially absented myself from everyone other than my family for about two years. Compounding that was the fact that, during that time frame, I had turned 60. Contacting Lakehead Employment Services changed all that. Not only did the TIOW program provide me with the computer training that I wanted but it also gave me the ability to interact with a wonderful group of peers who gave me support and to whom I provided support.

I do face some ambivalence in looking at my résumé. While I am proud of the length of it, I do understand that there are human resources personnel out there who are in their twenties or thirties who would glance at it and toss it onto the "Reject" pile because obviously I am "over the hill".

People my age who are out there looking for a job are courageous folks. I want a job that I love. It doesn't have to be a big job or a terribly well-paying job but it needs to be what I love.

John Wassenaar

First a little bit about myself:

I spent 11 years driving truck on the highway, all over Canada and the U.S. until I was laid off in the spring of 2009. After looking for work, and dropping off, or faxing out enough résumés to use a small forest of trees, a good friend of mine suggested I go see YES Employment Services. Within a few weeks I was enrolled in a workshop for cover letter and résumé writing, interview skills and job preparation. I also learned about Second Careers and that's how the whirlwind began. I dropped out of high school in the late 80's, so I sought information on, and successfully wrote my GED test – over a Friday evening and all day Saturday. When I received the results in early August, I applied to Confederation College in the Pre-Technology Program, completed testing at YES Employment to establish and/or confirm personal strengths, weaknesses, and interests, and completed the application for Second Careers. I was accepted both to the College and the Second Careers program, and graduated Pre-Tech with Honours last spring. I am now taking the Aerospace Manufacturing Engineering Technician course, and am on the way to maintaining the standard I set for myself last year.

When I was called by Jack at YES Employment to see if I was available to come here to speak and answer questions, all I asked was "where, when, and what do you need?" as they have been most helpful to me in arranging my retraining, they are always available for proof-reading covering letters before I send a résumé out, and the entire staff has always been very helpful to me when I have needed any of their services.

Lori Krzystofczyk

Employed at Mallon's Corporate Impressions

It is great to see such a nice turnout. I want to begin by telling you that I am very happy to be here today. Being at this event is very exciting for me because Northwest Employment Works is the reason I have excelled to where I am today. I was very fortunate to have met Madge at NEW. Madge was able to start me on my new path and, with her guidance and the help of Shelley and Sue, these ladies have given me the opportunity to achieve success and I know that this organization can help you too.

The situation I was in last year was that of frustration and uncertainty. With a 4 year old and a husband who lost his job in 2007 and only able to find part-time work, going back to school was my best option. Approaching 40 with only a part-time job as well, I enrolled in the Medical Office Administration E-Learning program through Confederation College. I knew I was receiving a good education but was not sure how I would get a job in my field. About eight months ago, I really felt like I needed help so that was when I called and made an appointment with NEW.

I am so grateful I made that phone call. I was able to receive assistance in updating my résumé and making it suitable for positions I would be applying for. I received exceptional advice and encouragement about re-entering the workforce full-time.

Within about two weeks I received a call from NEW that Mallon's Corporate Impressions was looking for an administrative assistant. I had an interview and received a 12-week placement subsidized by NEW.

After the placement, I was offered the full-time position. I don't even think I can begin to tell you how truly grateful I am for this job. I now work full-time, I have health benefits and I'm able to provide for my family and still continue my education.

Madge, Shelley, Sue and NEW have changed my life, there isn't a doubt in my mind. When I meet people or see people I have not had contact with for awhile and they ask me where I am employed, I never miss an opportunity to tell them that I have a great new job and it's thanks to NEW.

In closing, I would just like to say that sometimes in life a person is blessed with a new beginning. I have been fortunate to be that person. This experience has given me a new career and new friends. I truly do love my job and the company I work for. I know had I not made that phone call to NEW, I would not have the job today.

So, thank you to Northwest Employment Works.

Employer Panel

Roz Locker

PARO Centre for Women's Enterprise

Do What You Love

As life changes, it is important that we look towards the challenges and opportunities that are presented to us. At PARO we offer programs to assist women who are facing life changes.

When examining your new opportunities, you need to take inventory of your assets. What are the skills and experiences you have to offer? I will bet that there will be many. You have built a life's worth of networks. You may not have great financial expectations. You have experience with people. You are reliable. Then ask yourself, "What is that I have always wanted to do?" Now is your chance. It may be risky but risk is not necessarily a bad thing.

When researching programs that will help you in your job search journey, you should look for a program that has a multitude of supports, where supports are ongoing and that is motivating and flexible with opportunities to network and market yourself. PARO offers an extensive range of supports including training, coaching, loans, Peer Lending Circles, PARO Presents, networking and marketing.

We all must deal with challenges as we age. For women, ageism is prevalent. There is often a focus on your appearance rather than what you offer. People may think you are going to retire when your partner does. They may focus on perceived weaknesses and not your skills and experience.



In reality, though, this is a great time to hire an older worker. They offer a wealth of assets including:

- A good work ethic;
- Vast experience;
- Many and varied skills;
- More flexibility;
- Willingness to work part-time;
- Little need for training; and
- Fewer home responsibilities.

PARO programs include:

- **Gateway: A Path to Self-Employment** - helps women get their business ideas started and continues to provide support and assistance in the development of business, even after it is open. Qualified women receive a Self Employment Benefit. Funded by Employment Ontario.
- **Making a Difference: Investing in Women's Future** - offers business and employment development services to women in Thunder Bay and throughout Northwestern Ontario, using PARO Centre, PARO on Wheels, and e-learning. Funded by Ontario Women's Directorate/Ontario Government.
- **Accelerator Access:** helps establish women entrepreneurs to enhance the growth of their business and to help organizations to enhance their capacity, strategic planning, public relations, sustainability.
- **Breaking Barriers-Building Bridges:** New regional program provides business development coaching and counseling services to persons with disabilities, including start-up and monthly support funds for eligible participants.
- **Aboriginal Mentorship Program:** promotes business leadership, skills development and economic opportunities for Aboriginal women in rural and remote Aboriginal communities in Northern Ontario.
- **Accelerated Placement Agency:** encourages women to Glow & Grow their business, to hire and to help others to be hired, connects women to bigger and better contracts through nurturing business clusters.

Feel free to contact me:

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Angela Travis

Jamestown Pellet Stoves

I am very happy to be here today representing my employer, Jamestown Pellet Stoves. I was hired through Lakehead Employment Services and because of the wonderful experience we had with them, now that I'm in a position to be involved in the hiring process, we use Lakehead Employment Services for our hiring needs. We also have an employee older than me who we hired through Lakehead Employment Services

It was a wonderful experience as an older worker to be supported by LES. As an employer, as well, the support is also wonderful. They're there to answer questions and point you in the right direction if they don't have all the answers. They know the workers and the employers so they pair up the talents and the needs

The subsidy that they provide helped us as a smaller business to hire someone that we might not have otherwise because of the support with training costs.

I feel both as a worker and employer that the support that is given by LES is only surpassed by their dedication to match the right employee with the right employer. They take the time to know what the worker really wants and where his/her talents/skills lie and also what the employer is all about and what they're looking for in an employee

As an employer using LES, valuable time and resources aren't spent looking for an employee and sifting through hundreds of résumés to find the few that are suited for the position. They do the work and screening for you.

The support and resources available through programs like LES are invaluable to older workers who are competing against younger people for positions. There is a wealth of knowledge, experience and dedication that can be attained by hiring older employees.

Older employees need to look at their years as a training ground that is far richer than a few years of college or university. Finding the support to be able to see and use the skills and talents that already exist is an important step in discovering just how valuable you are as an older worker.

My experiences as both an unemployed worker and as an employer working with LES are hard to put into words. It was a wonderful experience and I am very grateful. Knowing that Anita was behind me and really cared about my finding not just a job, but a career gave me the confidence to keep going. I started out as receptionist and I am now the office manager. I love my job and I found it thanks to LES. I would urge both workers and employers alike to take full advantage of the support and opportunities provided by programs like LES. I know we will continue to do so.



Executive Director Marg Scott and the lucky winner of the day's door prize!



November 18, 2010
Travelodge Hotel Airline

58 returned/130 = 44.6% return rate

1. I learned about programs and services available locally that I did not know about before. This Forum was:

1. Not at all helpful	2. Not very helpful	3. Somewhat helpful	4. Very helpful	5. Extremely helpful
1/58 1.7%	1/58 1.7%	11/58 19.0%	30/58 51.7%	15/58 25.9%

2. Please evaluate the Morning Presentation by Julia Moulden: Six Billion Reasons to Get Out of Bed Each Day, using the same scale:

1. Not at all helpful	2. Not very helpful	3. Somewhat helpful	4. Very helpful	5. Extremely helpful
0%	4/57 7.0%	5/57 8.8%	20/57 35.1%	28/57 49.1%

3. I am more likely to use these programs and services in the next few months.

1. Not at all likely	2. Not very likely	3. Likely	4. Very likely	5. Extremely likely
1/57 1.8%	6/57 10.5%	11/57 19.3%	23/57 40.4%	16/57 28.1%

4. Did you find the workshops and presentations useful? Yes: 53/56 | No: 3/56 | 6.4%

5. If this event were to be held again, I would like to see more of:

- I was looking for funding for employers to create new jobs
- Opportunity to share ideas
- Largest employers of the region/prepare us for the Ring of Fire
- Reality of the HIDDEN JOB MARKET
- General Sessions with a Q & A
- Julia Moulden
- Actual Funding people (Government)
- There seemed to be many people who were concerned about aging discriminators. It would have been good to have information as to how they could address these issues.
- Community services
- More employers who actively recruit older workers (i.e. Home Depot)
- It was a great mix – I think it was good as it is
- Employer involvement; tips to get work; innovative job search techniques; labour market information; trends
- Employer’s expressed request for the type of jobs they are looking for. It was not made clear this time that interviews were being held.
- Employer opportunities
- More interaction with employers

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- Clients participating in presentations
 - Financial opportunities presented
 - The people who have actually been helped by the programs and employees
 - Of the company decision makers
 - Employer representation from private sector
 - Space (Too crowded)
 - Speaker Julia Moulden, Madge, Lakehead Employment Services (Allison), etc. – Clients that have succeeded through these services
 - I believe it was pretty balanced but I believe older people need to feel valued and have much to offer, so they could be addressed a little more
 - Employer workshops – opportunities for employers to interview people
 - Personal success stories - stats showing improvements in this area
 - Resources available (in depth descriptions)
 - Disability programs available – March of Dimes should be invited
 - Julia’s presentation – more motivators. Julia seemed to understand a lot with ageism
 - Firsthand accounts of success stories or from clients that utilize the services and programs presented today.
 - Employers seeking qualified, experienced workers. “The Faces” embracing their “new older workers”
 - Employers seeking employees – I didn’t get my résumé out
 - Transition from school to work
 - Financial help for education
 - On the job training
 - Employers (employment opportunities)
 - Re-employment programs and seminars, new ideas
 - Interactive workshops – get participants up and moving and included
 - I would like help for service sign up for courses and ability to make appointment
 - I was very satisfied with all of the presentations.
 - The Tai-Chi presentation was a very nice surprise
 - About education offered for better employment
 - Identifying barriers – looking at the cause rather than the symptoms
 - Most liked: Is Your Business Age-Friendly?
 - There was a good balance of speakers, more interactivity, work “shopping” – time allowing of course
Workshops, smaller groups
 - Longer time for individual sessions
 - Maybe a 1.5 day session. Great presenters and interesting topics
 - Presentation and discussion of difficult issues around aging (i.e. Dealing with ageism and dealing with the limitations of the aging body)
 - Promoting essential skills to persons which are using them constructively to others
 - Self-employment workshop – how to access funding, grants, and loans
 - Workshops, presentations, employers that actually hire older workers
 - Extend the presentations so presenters have more time to speak
 - I would like to attend it again
 - It was excellent – I wouldn’t have changed a thing
 - Technical/Technological presentation (i.e. use of technology) – empirical example
 - Aboriginal employment and training agency
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I would like to see less of:

- Everything was great!
- City of Thunder Bay – their presentation did not address older worker recruitment
- Non-work related presentations
- Platitudes
- Too many presenters per session. It was a bit rushed at times.
- Presentation and more interaction
- Advertising for 30 and under for jobs post-degree
- Wasting my time with non-employment lectures and presenters (It is an older worker seminar)
- Essential skills for people this age are not encouraged
- Organizations having different programs – you should be able to go anywhere for help
- Reading presentation

Would you recommend a family member or friend to attend if this event were held again?

Yes 4/57 | 94.7% No 2/57 | 3.4% No Comment 1/57 | 1.7%

6. Did you take an opportunity to participate in a personal interview?

Yes 8/51 | 15.7% No 43/51 | 84.3%

Your additional comments/suggestions:

- More for an employer incentive to create jobs for seniors
- Very well organized, I did not find myself yawning, great speakers. Thank you to everyone involved.
- Very well done. Thank you.
- Well attended. Well organized. Excellent speakers. Hats off to all.
- Excellent event. Well planned and well executed
- This was an extremely well organized, informative event.
- Crowded tables – no consideration for people with mobility issues. Connection directly to employment counsellors was a great idea – helped start the process today.
- Very eventful
- I am already using Yes Employment and Second Career
- Great idea!
- Bring success stories (the people) to the meetings. Give the human touch. Highlight all role models (lawyers, teachers, labourers, electricians, plumbers, nurses, waitresses)
- It's great to have seminars like in this in our community. One is never too old to learn. Thank you Thunder Bay!
- This has been a huge confidence builder for me.
- I was happy to be a presenter and glad to hear the presentations – especially the "Is Your Business Age-Friendly?"
- This forum was very well done
- I am glad I attended
- This event has been exciting for me as a student in the community services field and I think the older workers here were excited too about the knowledge and opportunities presented to them.
- I enjoyed the day very much

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- I want to be in a job club. I am in my 7th year of post-secondary Honours BA & ACE Computers education.
 - Next year will be my 8th year Business Admin HR in Con College.
 - But this is more of what our community needs – opportunities, unbiased hiring practices, less age discrimination.
 - We needed question period after seminar (More Community Resources)
 - Duluth presentation was the best – Just think all Employment Services in one center, how novel
 - Good contacts, information
 - That all the employers and services involved share referral services – I recently missed out in a service/did not know existed until today. Had I known through referrals, I could be in a training course
 - Thank you – it was refreshing!
 - “Is Your Business Age-Friendly?” presenters offered no relevance
 - The Duluth presentation was excellent – Appreciated best practices information. Age-friendly information. Good opportunity for learning.
 - What is available for older & experienced worker? Please host something like this again. Well done.
 - As a newcomer to the area it is good to have an opportunity to glean information on resources in one location
 - Very useful to me: My comments are to the pleasant presenters, good job. Provide employers with address for the essential skills website
 - I thoroughly enjoyed the first “Older and Experienced Worker Forum”
 - Use microphones. Put a time limit on speakers or extend presentations. Other communities should be invited also. I would like to hear some testimonials of successful older workers.
 - It was very informative and I really enjoyed it



North Superior
Workforce Planning Board

*“Connecting community partners to improve the
quality of life in our communities through workforce
development”*