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# SARAH FERGUSON

## FOR WARD 12



### **Calgary's Future Announces Official Endorsement for Ward 12: Sarah Ferguson**

#### **Sarah Ferguson is an Experienced Community Advocate**

Calgary City Council candidate Sarah Ferguson has worked as a Constituent Assistant in Ward 12 since 2021. She's former President of the McKenzie Towne Community Association, where she advocated for the Green Line LRT. She's served as a board member with Parachutes for Pets, a local animal rescue society, among several other boards. Sarah is a mother of two who has also run a day home, giving her a firsthand perspective into the needs of local families.

During her decade of advocacy and volunteer work, Sarah has mastered the art of fostering genuine connections between her community and City Council. She has built meaningful relationships with residents, businesses, and community organizations, all of which will serve her well as a councillor. Her priorities, such as transit connectivity and affordable housing, show her understanding of the needs of her ward's youthful, evolving demographic.

#### **Here's why Sarah Ferguson is the right choice**

Sarah's years of on-the-ground work as a Constituent Assistant mean she already knows how to navigate municipal services and government with expertise.

She's a candidate who has proven herself to be a highly effective and hands-on advocate for the needs of local Calgarians.

Sarah is someone who walks the talk. With no incumbent running, she is the clear best choice to serve as Ward 12's next city councillor.

#### **Here's why we're endorsing Sarah Ferguson**

- **Trusted advocate:** Longtime Constituent Assistant for Ward 12
- **Service-oriented leader:** Years of experience helping her community
- **Effective:** Knows how to find practical solutions to residents' problems

*"I'm running because I'm loyal to my communities and committed to continuing the work we've started together."*

**— Sarah Ferguson, Calgary City Council Candidate  
for Ward 12**



If you want to hear more about where Sarah Ferguson stands on the critical issues facing Calgarians, check out her answers to our Candidate Questionnaire

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## NEW BRIGHTON COMMUNITY ASSOCIATION TEAM

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## New Brighton Tool Shed – The Fall Cleaning

For the residents who are not familiar with the Tool Shed project in our community—the Tool Shed is an inventory of tools that you can borrow, free of charge, from the community centre. If there is a particular tool that you need once a year and that you don't want to buy and store, then the Tool Shed is the solution for you. A few premium tools require a New Brighton Community Association membership to use; this way we can put more money towards new tools and replacement/repair of the broken ones.

Worried about how you will clean all the leaves and prepare your lawn and yard for winter? Take full advantage of the tools available in the community Tool Shed! Check out the "Tool Shed" page on [ournewbrighton.ca](http://ournewbrighton.ca) and click on the inventory link to see the wide array of tools you can use free of charge. There are tools for all seasons and for a wide variety of projects, just have a look.



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## Keeping New Brighton Clean

We have awesome parks, walking and biking paths, and public spaces in New Brighton. Garbage wise we've improved over the years, but we can do better. With the school year in full swing, we can see that the areas where our kids are more present there is more garbage flying around, so it is something preventable to a certain extent.

We all know kids will be kids, but a part of the at-home conversations can be about keeping our public grounds cleaner. Cleaning around our houses beyond our property boundaries could go a long way—imagine if everyone did a bit more how clean it would be in New Brighton.

It should not be a sensitive conversation, as kids we were always doing seasonal cleaning with the school or with the neighbourhood association and it was fun. Kids were playing games and having fun while gathering garbage (garbage that the entire community “produced”) and the adults were socializing while repairing all kinds of common area use things like equipment in kids' parks and fences. A few companies in the area donated cleaning supplies and repair materials, and it was a nice day in the village. We know times have changed but we can still organize cleaning with our neighbours and have fun... just give it a thought.



## THE ROCKET

On October 19, 1957, hockey history was made. Montreal Canadiens star Maurice “Rocket” Richard became the first player in NHL history to score 500 goals. He reached the milestone on home turf at the Montreal Forum, cementing his legacy as one of hockey's greatest legends.



## You Can Make a Difference in Calgary Traffic

We see our city growing, with more and more people from other provinces moving into our beautiful communities. We see our traffic getting busier and we know every single one of us can make a difference for the better. Please think about the following “good habits” and let's make our roads safer for all of us.

### Use Your Signals

Using your signals should be embedded in the fabric of every driver, this is the way you “talk” in traffic and the way you tell everybody else what your intentions are. How many times have people cut you off and stepped on your nerves? But when you see a signal, you are aware and informed of the change/move that driver wants to do. How many times has someone slammed on the brakes for no reason and then stopped, with no warning, endangering everyone around? The law, and common sense, say you need to use signals before hitting the brakes (except in emergencies). If every driver started using their signals, this small change would make a big difference for Calgary traffic.

### Merge Lines

When you are on the highway, don't race the car that is trying to merge because the merge line ends, and you could cause a car crash. When driving on Deerfoot, take a look where most of the accidents happen and you will see most of them are at the merge lines. Please adjust your speed, be courteous and mindful at the merging lines, and make the merging of other cars safe.

### Turn Your Lights On

Our cars have a lot of automatic features, but please get into the good habit of turning on the switch for your lights every time you are driving. When all your lights are on you are visible and safer, especially since we all know the weather in Calgary can change in a split second. We've all seen cars with no lights driving at dawn, at dusk, and even more dangerous, in the middle of the night—don't be that driver.

“Talk” to everyone in traffic, be visible and respectful, and don't use merge lines as a racetrack, there's enough space for everyone on the streets. Let's all get home safe.



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# Should You Buy a Starter Home or Invest in Your Forever Home?

by Virginia Cooper

For many Canadian homebuyers, the tension between buying a modest starter home and stretching for a forever home isn't just about square footage or location. It's about timing, risk tolerance, personal growth, and how you want your living space to evolve alongside your life. The decision runs deeper than budgets or bedrooms—it's a test of how well you know your own trajectory.

### Leverage Smart Savings Before You Choose

First-time buyers often don't realize how much leverage they can gain from strategic tax shelters. With the introduction of the First Home Savings Account (FHSA), Canadians can now contribute up to \$8,000 annually—up to a lifetime max of \$40,000—while gaining the dual benefits of tax-deductible contributions and tax-free withdrawals. That's a rare pairing. Used properly, tax-deductible accounts help Canadians buy faster by accelerating down payment growth without pushing you into a higher tax bracket. If your choice between starter and forever hinges on readiness, the FHSA can close the gap faster than you'd expect.

### Tame the Paperwork with Mobile Tools

Homebuying in 2025 isn't just showings and signatures. It's paperwork across email chains, lender portals, insurance approvals, sometimes all in a single day. If you're working remotely or buying in a different province, keeping track of every document becomes critical. One overlooked friction-solver? Scanning key paperwork from your phone. There are features of a free scanner app that lets you digitize everything instantly—mortgage pre-approvals, pay stubs, even handwritten notes from a home inspector, without needing a clunky printer-scanner setup.

### Flexibility Often Beats Square Footage

Real estate markets don't wait for you to get settled. That's part of the problem, and the potential. If you're watching interest rates shift or waiting for new inventory, smaller homes can function as strategic footholds. They let you get in, observe from within, and make sharper decisions down the line. There's power



in mobility. In fact, many financial planners argue that starter homes offer agility that can't be matched by a long-term commitment too early.

### What Business Owners Should Watch For

If you're running a business—especially from home—housing decisions take on a different shape. It's not just about what you can afford; it's about how your home supports your work. Zoning laws, workspace comfort, client meetings, even write-offs. Founders and freelancers need to think beyond mortgage rates and ask what their home enables. A valuable breakdown of housing considerations for self-employed buyers highlights how the home you choose affects everything from tax planning to burnout risk. Entrepreneurs can't afford to misread the fine print on this decision.

### Short-Term Moves, Long-Term Wealth

One of the most misunderstood advantages of a starter home is how it compounds wealth, not just saves money. Instead of viewing it as "throwaway square footage," consider how appreciation, modest renovations, and timing the next sale could become a lever. Buying low doesn't mean thinking small, it often means moving smart. Experts suggest that moving twice can build equity more efficiently than stretching into a forever home you can barely afford upfront. The second move is an upgrade backed by value.

There's no universal answer—only alignment. Starter homes buy you time, options, and mobility. Forever homes offer roots and rhythm. The right move depends on where you are, what you value, and how steady your vision feels. Be honest about that. Then act accordingly. That's not just buying smart; that's building a life.

The New Brighton Clubhouse is now accepting facility bookings and has a variety of rental packages available to meet the needs of all ages, party sizes and budgets! For more information and availability on rooms, please contact 403-781-6613 ext. 5 or email [rentals@nbra.ca](mailto:rentals@nbra.ca).

## Room Rental Hourly Rate

### Banquet Room (Capacity of 100)

1,350 Sq Ft

Resident Rate: \$88 plus GST hourly

Brookfield Rate: \$93 plus GST hourly

Non-Resident Rate: \$98 plus GST hourly

### Studio Room (Capacity of 35)

462 Sq Ft

Resident Rate: \$52 plus GST hourly

Brookfield Rate: \$57 plus GST hourly

Non-Resident Rate: \$62 plus GST hourly

### Board Room (Capacity of 15)

300 Sq Ft

Resident Rate: \$42 plus GST hourly

Brookfield Rate: \$47 plus GST hourly

Non-Resident Rate: \$52 plus GST hourly

## Rental Packages

### Essential Birthday Package (Studio Room)

#### Capacity of 35

Resident Rate: \$118 plus GST for two hours

Brookfield Rate: \$128 plus GST for two hours

Non-Resident Rate: \$138 plus GST for two hours

#### The Essential Birthday Package Includes:

- Two hours in the Studio Room
- Party supplies (banner, cups, tablecloths, balloons, napkins, plates, and cutlery)
- Setup and tear down of the tables and chairs

### Platinum Birthday Package (Studio Room)

#### Capacity of 35

Resident Rate: \$175 plus GST for two hours

Brookfield Rate: \$185 plus GST for two hours

Non-Resident Rate: \$195 plus GST for two hours

#### The Platinum Birthday Package Includes:

- Two hours in the Studio Room
- Party supplies (banner, cups, tablecloths, balloons, napkins, plates, and cutlery)
- One game and craft
- Setup and tear down of the tables and chairs

## Christmas Package (Banquet Room)

### Capacity of 100

Resident Rate: \$310 plus GST for four hours

Brookfield Rate: \$325 plus GST for four hours

Non-Resident Rate: \$340 plus GST for four hours

#### The Christmas Package Includes:

- Four hours in the Banquet Room
- Party supplies (banner, plastic tablecloths, balloons, and disposable cutlery)
- Music license with dancing
- Setup and tear down of the tables and chairs

## NEW BRIGHTON CLUBHOUSE

2 New Brighton Drive SE, Calgary, AB, T2Z 4B2

Open 9:00 am to 9:00 pm Monday to Sunday

[www.newbrighton-connect.com](http://www.newbrighton-connect.com)

## FIND IT FAST!

### NEW BRIGHTON RESIDENTS ASSOCIATION

#### (RENTING/PROGRAMS)

C/O New Brighton Clubhouse

2 New Brighton Drive SE, Calgary, Alberta T2Z 4B2

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[www.newbrighton-connect.com](http://www.newbrighton-connect.com)

## NEW BRIGHTON RESIDENTS ASSOCIATION



2 New Brighton Drive SE

Calgary, Alberta T2Z 4B2

Phone: 403-781-6613

Fax: 403-781-6611

Office Hours: 9:00 am to 9:00 pm

Stat Holiday Office and Park Hours: 11:00 am to 6:00 pm

#### CONTACT US AT:

##### Acting General Manager

Jennifer Strickland • [gm@nbra.ca](mailto:gm@nbra.ca)

##### Facility and Amenities Leader

Douglas Allan • [maintenance@nbra.ca](mailto:maintenance@nbra.ca)

##### Customer Service Leader

Claire Lee • [rentals@nbra.ca](mailto:rentals@nbra.ca)

##### Program Coordinator

Olatide Olaloku • [programs@nbra.ca](mailto:programs@nbra.ca)

##### Special Events Coordinator

Danny Markle • [events@nbra.ca](mailto:events@nbra.ca)



### Sponsorship Opportunities

Becoming a sponsor is a great way to get your business noticed throughout the community of New Brighton. There are a variety of sponsorship opportunities available to meet the needs of all businesses! If you are interested in becoming a valued sponsor, please contact the Special Events Coordinator by emailing [events@nbra.ca](mailto:events@nbra.ca) or calling 403-781-6613, ext. 3.

The detailed catalogue can be found on [www.newbrighton-connect.com](http://www.newbrighton-connect.com).

A very special thank you is extended to our current sponsors: NAIAD, Rachel Mah Poy Desjardins Insurance Agent, Kilt & Caber, Find Your Nook YYC, and Servus at 130 Ave.

### Special Events

#### Halloween Spooktacular

**Saturday, October 25**

Do you have what it takes to walk through the haunted halls of the New Brighton Clubhouse?

The NBRA is calling all goblins and ghouls to join in on the fun at the Clubhouse on October 25. There will be two time slot options - morning (10:00 am to 12:00 pm) or afternoon (1:00 to 3:00 pm) to enjoy scares, a photobooth, games, crafts, and lots of candy!

RSVP for this event opens on October 1 at noon, and can be completed by a Google Form on the [newbrighton-connect.com](http://newbrighton-connect.com) website under the "My Events" tab.

#### Grand South Christmas Market

**November 15 from 10:00 am to 3:00 pm**

The NBRA is proud to be a part of the Grand South Christmas Market again in 2025! A wide variety of vendors will be at the NBRA Clubhouse to help get holiday shopping done early while supporting local artisans, home-based businesses, and crafters of all varieties! Vendor registration is now open! Interested vendors can email [events@nbra.ca](mailto:events@nbra.ca) to receive a registration package or visit [newbrighton-connect.com](http://newbrighton-connect.com) under the "My Events" tab to view more information and download the package.

#### Christmas in the Clubhouse

**Saturday, December 6 from 9:00 am to 4:00 pm**

On December 6 Santa will be making a special appearance at the New Brighton Clubhouse! Little residents and their families are invited to Santa's

workshop to get their picture taken, share their Christmas wish, participate in holiday-inspired activities, and receive a specially wrapped gift just for them! There will be two time slot options - morning or afternoon.

RSVP for this event will open on November 5 at noon, and will be completed by a Google Form on the [newbrighton-connect.com](http://newbrighton-connect.com) website.

### Children and Adult Programs

#### Early Learners Drawing

**Fall Session 2: November 1 to December 20 from 9:30 to 10:15 am**

**Ages 4 to 5 years**

Does your little one love to doodle? Turn those doodles into delightful works of art with Young Rembrandts! Our vibrant drawing classes are packed with excitement and colourful masterpieces. Watch as your child masters the art of drawing with our adorable ladybug and whimsical gumball machine illustrations. But that's just the beginning! They'll also create everything from cheerful clown puppets to a friendly Frankenstein, not to mention irresistible candy bags and beautiful fall scenes. Sign up now and see your young artist's confidence grow with every stroke of the crayon!

Residents: \$125 | Non-Residents: \$140

#### Cartoon Drawing

**Fall Session 2: November 1 to December 20 from 11:30 am to 12:30 pm**

**Ages 8 to 12 years**

Does your child's drawing come with a giggle? It's time for them to join the fun-filled world of Young Rembrandts Cartoon class! Watch as their drawings come to life, featuring everything from baseball-playing animals to ogres with tons of attitude. This isn't just any art class—it's your child's ticket to a world where creativity flies and laughter reigns. Sign up now and let the giggles and doodles flow!

Residents: \$125 | Non-Residents: \$140

#### Multi-Sportball

**Fall Session 2: October 18 to December 20**

• **Ages 1.5 to 3 – 9:15 to 9:55 am**

• **Ages 4 to 5 – 10:00 to 11:00 am**

In Sportball's Multi-Sport classes, children learn the fundamentals of eight different sports in a fun, stress-free, non-competitive setting. Multi-Sport classes keep children

*continued on next page*

moving and engaged and send them home with a new skill from a different sport each class. If you're looking for a way to give your child a well-rounded sports-base, that promotes their independence and leaves room for specialization later, look no further.

Residents: \$120 | Non-Residents: \$135

### **Little Veterinarian School – Marine Biologist: Sea Turtles Fall Session 2: November 5 to December 17**

• **Ages 4 to 6 – 5:30 to 6:30 pm**

• **Ages 7 to 10 – 6:45 to 7:45 pm**

Dive into the world of marine biology on this extraordinary expedition! Our program gives participants a hands-on, dynamic introduction to sea turtles. Each participant will become the caretaker of a plush sea turtle, conduct health checks, explore the diversity of sea turtle species, and learn about having team efforts to rescue and release a plush Leatherback sea turtle back into the wild.

Residents: \$165 | Non-Residents: \$180

For more information on these programs, and all programs at the New Brighton Clubhouse, please visit [www.newbrighton-connect.com](http://www.newbrighton-connect.com).

## Value Added Activities

### **New Brighton Seniors Card Club**

**October 2, 9, 16, 23, and 30 from 1:30 to 3:30 pm**

The NBRA is excited to host the New Brighton Seniors Card Club, offering a variety of different card games and great conversation each week. Spend the afternoon enjoying new games, meeting new friends, and exploring everything that the NBRA has to offer.

\$2 drop-in.

### **Tot Time**

**October 15 from 1:30 to 3:00 pm**

Bring your little ones and take part in a fun afternoon of socialization and unstructured free play, all while parents enjoy coffee and great company!

This program is a \$2 drop-in!

### **Tween's Night Out**

**10 to 14 years**

**October 3 from 7:00 to 8:30 pm**

Calling all New Brighton tweens and teens. You are invited to the Clubhouse for a night of fun games, competitions, and good times. Doors open at 7:00 pm, grab your friends and let's have a great night together! The \$2 drop-in fee will include a snack and refreshments!

### **Family Bingo Night**

**October 17 from 7:00 to 8:30 pm**

Join us at the Clubhouse for a fun-filled Family Bingo Night! Bring the whole family for an evening of excitement, laughter, and a little friendly competition. Whether you're a bingo pro or a first timer, everyone is welcome to play along and enjoy the thrill of shouting "Bingo!"

\$5 per family. RSVP is required.

### **Babysitting Night**

**Ages 2 to 10**

**October 18 from 5:00 to 8:30 pm**

Want a night out without the kids? Let the NBRA look after your little ones while you enjoy some quality time. Pizza, a light snack, and a drink will be offered during the evening. Please feel free to pack a nut-free snack/drink for your child(ren) should they need more.

Resident Rate: \$25 | Non-Resident Rate: \$30

### **Canvas Creations (18+)**

**November 14 from 7:00 to 8:30 pm**

Participants learn the technique behind different painting styles and get in touch with their inner artist while visiting with friends and meeting new ones!

Residents: \$35 | Non-Residents: \$45

## Also Available at the NBRA

### **Popcorn Packs**

Looking to kick up your family movie night a notch? The NBRA offers \$12 Movie Night Popcorn Packs!

Each pack includes:

- Two medium bags of theatre style popcorn
- Two juice boxes
- Two pops (your choice from assorted selection)
- Two chocolate bars (your choice from assorted selection)
- Two candy treats (your choice from assorted selection)

To place your order for a Popcorn Pack, please call 403-781-6613, ext. 1 or email [csr@nbra.ca](mailto:csr@nbra.ca). All orders must be placed by 5:00 pm on October 16. Packs will be available for pick up at the Clubhouse on Friday, October 17 from 5:30 to 8:30 pm.

### **Take Action on Radon**

Did you know that radon is an invisible, radioactive gas that come from the ground? The NBRA is excited to announce that Radon Test Kits are now available in the main office for \$42.95 + GST.

If you would like more information on the kits or radon, please call 403-781-6613 ext. 1 or email [admin@nbra.ca](mailto:admin@nbra.ca).

**Good Food Boxes**

The Good Food Box (GFB) is a program under the Community Kitchen Program of Calgary where you can purchase a box of fresh fruits and vegetables at a very low cost! The boxes are put together and delivered to the Clubhouse by dedicated volunteers.

Interested in getting a box? Please call 403-781-6613, ext. 1 or email [csr@nbra.ca](mailto:csr@nbra.ca) before the order due date listed below. You will be contacted by an NBRA team member on the delivery day once the boxes are available for pick up at the Clubhouse!

**Price List**

- Small \$30
- Medium \$35
- Large \$40

Order Due Date	Delivered to the Clubhouse
October 28 by noon	November 7
December 2 by noon	December 12

The Good Food Box program, part of the Community Kitchen Program of Calgary, offers affordable boxes of fresh fruits and vegetables to Calgarians and surrounding areas.

**Tool Shed**

No need to purchase and store tools that you may only need to use once a year; come and check them out from the tool lending library instead! The New Brighton Residents Association and New Brighton Community Association have joined together in efforts to bring you a library full of over 60 tools to meet your landscaping, snow removal, home improvement, DIY, and automotive needs! This is a service for all New Brighton Residents over the age of 18, with more perks available to those who also have a valid NBRA membership. Purchase an NBRA Membership for only \$20! With the NBRA you can enjoy additional Tool Shed perks such as borrowing a maximum of five tools at one time, same-day reservation and more. For borrowing details, to set up your online account, and to browse the catalogue, visit [newbrighton-connect.com](http://newbrighton-connect.com)! No need to make an appointment, the NBRA Tool Shed is open Monday to Sunday from 9:30 am to 8:30 pm, come by during those times to borrow the tool of your choice.

The New Brighton Residents Association is happy to host “The New Brighton Game Hub”, which is a board game lending library consisting of over 50 games that can be borrowed by residents for a fun game night! The library hosts a diverse selection of games suitable for a variety of age groups, interests, and difficulty levels. This is a free service for all New Brighton Residents over the age of 18 who are in good standing. Residents aged 12 to 17 years old may also borrow games; however, they must play the game on-site while visiting the NBRA Clubhouse. Please visit [newbrighton-connect.com](http://newbrighton-connect.com) for additional borrowing details, to set up your online account, and to browse the catalogue (be sure that you select “the New Brighton Game Hub” as the location from the drop-down menu). There is no need to make an appointment as all games will be lent on a first-come, first-serve basis. The New Brighton Game Hub is available between 9:30 am and 8:30 pm, so come by during those times to borrow the game of your choice!



**Stay Connected with the NBRA**

Connect with us on Facebook (The New Brighton Clubhouse), Instagram ([newbrightonclub](https://www.instagram.com/newbrightonclub)), or visit us at [www.newbrighton-connect.com](http://www.newbrighton-connect.com) to stay informed regarding NBRA news, events, programs, and other exciting offerings!



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# The Art of Finding Work: Job Seekers: Be Clear on Your “Secret Sauce”

by Nick Kossovan

Most job seekers present themselves to employers as a jack of all trades, master of none, when they should be presenting a unique set of skills.

You think you're talented.

Everyone you're up against thinks they're talented.

What makes you special?

When you apply for a job, possessing the necessary skills and qualifications is not enough. You need to find ways to differentiate yourself; otherwise, you will blend in with the other job seekers you're competing against.

The key to differentiating yourself and rising above all the noise so you're seen and heard rather than ignored lies in your “secret sauce”—the unique skills, experiences, and attributes that make you one-of-a-kind. Thus, you become what most job seekers aren't: memorable.

### Asking Yourself the Following Questions Will Help You Define Your Secret Sauce:

#### In My Current or Previous Positions, What Were My Favourite Tasks?

For the most part, we enjoy activities we're good at (e.g., working with numbers, designing costumes, conducting research, organizing events, writing blogs). Our inherent strengths and aptitudes create a natural talent for the activity, thereby making it enjoyable since you're not fighting who you are.

List everything, work-related and non-work-related, you enjoy doing.

#### What Feedback Have I Received from Colleagues or Supervisors Regarding My Work?

Reflect on your career journey. Think of all the positive and negative feedback you received, whether in formal performance reviews or an offhand manner, regarding your work or something you did.

- “I enjoy sitting in on your presentations.”
- “You have a knack for listening.”
- “The way you motivate your team is impressive.”

#### What Problems Have I Successfully Solved in Previous Positions?

Every position exists to solve a problem. For instance, accountants are hired to monitor a company's incoming revenue and outgoing expenses and oversee its compliance with local tax laws.

What problems have you solved for your employers? Increased website traffic? Decreased spending? Increased customer satisfaction? Decreased safety violations? Increased sales? (employers' favourite).

#### What Unique Experiences or Backgrounds Do I Have That Contribute to My Skill Set?

A candidate who grew up in Québec City will have a competitive edge being fluently bilingual over someone who simply attended French immersion in Calgary, Alberta. The same could be said for a candidate whose mother was a social worker, making them more attuned to the needs of others, or their father who was a pharmaceutical representative, thus exposing them to human dynamics that influence.

Everyone has a unique story of how their place of birth and experiences, especially first experiences, developed their strengths and passions. Explaining to an employer that your enjoyment of and passion for providing customer service comes from having spent your weekends and summers working the front desk at your family's 85-room hotel in Estevan, Saskatchewan, has much more impact than simply saying, “I like helping people.”

#### What Skills Have I Gained Through Hobbies or Volunteer Work?

I once hired a call centre agent who volunteered at a local suicide prevention hotline for several years. And a candidate who coached a little league baseball team turned out to be one of the best first-time managers I ever hired.

Don't ignore the skills and experience you've acquired outside your employment or education. Skills, experience, and knowledge aren't just acquired at work or school. The skills and experience you gain from volunteering, starting/running a business, being a parent, playing in a sports league, or serving on your condo board can be valuable to employers.

If the above questions don't solicit as many skills as you'd like, seek the opinions of family members, friends,





and colleagues. Ask them what they think your key strengths are. Their insights may surprise you.

Once you've identified your hard and soft skills—your soft skills (e.g., communication, critical thinking, time management) are the most important to employers—you need to communicate your unique skills as selling points. Merely listing your “skills” and “qualifications” doesn't distinguish you from other applicants. You must describe who you are and what you offer in a straightforward, memorable narrative conveying your unique value proposition.

Not memorable: “I speak French.”

Memorable: “I was born in Québec City. French is my mother tongue.”

Additionally, frame your skills and qualifications in terms of how they can benefit an employer.

No value add: “I have strong analytical skills.”

Value add: “During my seven years as a financial analyst at Wayne Enterprises, I developed above-average analytical skills that enabled the company to take advantage of several initial public offerings that turned out to be quite lucrative. One recommended buy resulted in a \$7.5 million gain within less than a year.”

Based on my experience, most candidates fail to emphasize their uniqueness; hence, they don't stick in my head. Given the number of candidates I've interviewed throughout my career, one would think I'd have heard many inspiring, funny, entertaining, and sad career and life stories. Unfortunately, that's not the case. Job seekers need to work on being mentally sticky. In a competitive job market filled with qualified candidates, articulating your secret sauce will ultimately set you apart.

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SCAN ME



# Halloween Safety

by Alberta Health Services

As a member of Calgary's Child Magazine Partners for Safety initiative, AHS EMS would like to remind parents and trick-or-treaters of some Halloween safety tips as October 31 approaches. Partners for Safety vehicles will be out patrolling communities on Halloween night to provide a visible safety resource for parents and trick-or-treaters.

### Trick-or-Treaters

- Remember: All regular pedestrian rules still apply. Be sure to cross the road at marked crosswalks, or well-lit corners only. It is safest to work your way up one side of the street, and then cross once to the other side.
- Avoid houses that are not well lit. Do not accept rides from strangers or enter any home you feel is unsafe.
- Let your parents know where you are going to be at all times (route) and advise them if you will be late returning.

### Parents

- Be certain that young trick-or-treaters are accompanied by an adult. Older children should stay in groups.
- Pre-determine boundaries to trick-or-treat within and establish a firm time to return home.
- Advise children not to eat anything until they return home. Dispose of any items that appear to have been tampered with, or that are not properly wrapped.

### Costumes

- Choose bright coloured costumes that are highly visible. Adding reflective tape to costumes further increases visibility.



- Consider sending your children with a flashlight for additional safety and increased visibility.
- When purchasing or making costumes, look for materials and accessories that are labeled flame-resistant.
- All costume accessories, such as sticks, rods, or wands, should be soft and flexible, with no sharp edges.
- Consider using hypoallergenic make-up kits instead of masks that may impair breathing, or vision.
- Be sure costumes are loose enough to be worn over warm clothing, but not so long that they become a tripping hazard. Costumes should not be longer than your child's ankles.
- Ensure your child is wearing adequate footwear that takes into consideration weather conditions and walking.

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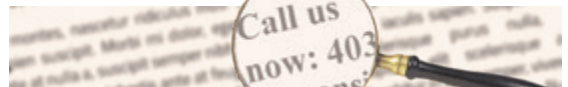
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