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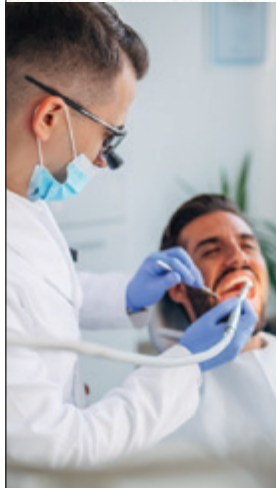
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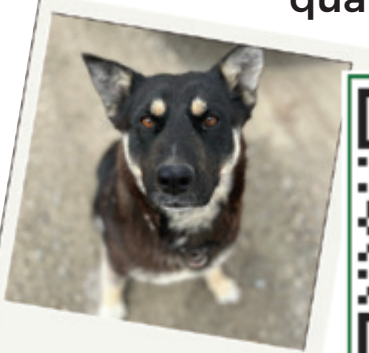




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SCAN THE QR CODE FOR THE SOLUTION



## Minus 40 Monster

by Garth Paul Ukrainetz, Poet of the Blackmud Creek

A monster is lurking behind my closed door  
 Watching and waiting like winters before  
 Icicle fangs, massive mouth open wide  
 Will swallow me whole if I venture outside

My only protection is warm armour suit  
 Thick socks, mittens, parka, long scarf and a toque  
 I'll be eaten alive if I don't dress with care  
 O that monster they call Minus 40, beware



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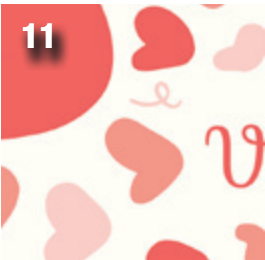


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## Membership Drive 2025

***Become an MRCA member today!  
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Mount Royal is a vibrant and diverse community with wonderful neighbourhoods, parks, and amenities.

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MRCA volunteers advocate for safety, traffic calming, and development in our neighbourhoods.

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# The Art of Finding Work: Job Search Success Is Not Complicated

by Nick Kossovan

Most people over-complicate the process of achieving success.

Achieving success is often perceived as a complex puzzle, or according to those who play the 'I'm a victim!' card, only available to those who are supposedly privileged. The fact is there's a simple equation for achieving success, which Zig Ziglar famously encapsulated, "You can have everything in life you want if you will just help other people get what they want."

Side note: "all you want" should be interpreted as "all you need."

I recommend considering the hiring process from the employer's perspective. By doing so, you'll empathize with employers and understand that positioning yourself as a candidate who has the skills, experience, and proven track record of helping employers get what they want is a job search strategy that'll set you apart from your competition, who aren't approaching their job search with an "I want to help employers" mindset as they have the all-too-common "I want!" mindset.

Success isn't a complicated journey. With the right mindset, it's a simple path—help others achieve what they want. However, the mindset I come across most often is the exact opposite; job seekers focused on what they want, as opposed to what employers want, resulting in employers being turned off. Who isn't turned off by someone solely concerned with their needs and wants, who comes across as "predatory"?

Most job seekers: "Employers need to understand my issues and needs."

Savvy job seekers: "I need to understand the employer's issues and needs."

Job seekers who are thinking clear and show employers how they can help them achieve what they want are few and far between. Being that rare candidate makes

you unique and highly valuable, which is a significant competitive advantage. I can guarantee that your interviewer almost never encounters a candidate who projects an "I'm here to help you" aura.

When viewed holistically, employers want five things:

1. Be profitable
2. Reduce/control costs
3. Have low employee turnover
4. Optimize employee performance
5. Provide excellent customer experiences

How can you help an employer achieve any of, or a combination of, the above?

### What's Your Employee Value Proposition?

For instance, you can never go wrong assuming the employer wants to be profitable; hence, suggesting cost-saving measures or revenue-generating ideas during your interview will demonstrate your desire to help the company get what it wants, which is to be profitable.

Imagine yourself as a hiring manager. One of your standard interview questions is: "How will you contribute to the company's success?" or, more directly, "Why should I hire you?"

Candidate A:

"If hired, I will bring enthusiasm, dedication, and hard work to the team. I am a fast learner and have a strong work ethic. I am also a team player."

Candidate B:

"I bring over 15 years of technical expertise, problem-solving skills, and a commitment to innovation. As head of Gekko's IT, I led a project to streamline its data analysis processes, increasing efficiency by 20% and reducing employee hours. I achieved this by implementing Cyberdyne Systems' latest data visualization tools and automating repetitive tasks. I plan to bring this kind of efficiency oversight to Soylent Corporation."

Which candidate would you lean towards hiring?

Candidate A offers nothing more than their unsubstantiated opinions, which, as I've stated in previous columns, employers don't hire; they hire





results. Opinions about yourself, which you should rarely give without quantifying, don't help your interviewer envision how you'll help the company get what it wants.

On the other hand, candidate B outlined how they can help the company achieve wanting to optimize employee performance and cost savings. Candidate B thinks like an employer and understands employers are a sucker for candidates with a track record of helping employers get what they want.

Getting hired doesn't come down to having the shiniest resume, with all the right keywords, being impeccably dressed, having a perfect smile, or sheer luck. Employers hire candidates they feel will get them what they want.

Consider all the successes around you and why they exist.

- Amazon: Shopping delivered to your door.
- Apple iPhone: Handheld communication.
- Facebook: Having a voice. Keeping in touch.
- Starbucks: Coffee served around an experience.
- Taylor Swift: Music young people in angst can relate to.
- MasterCard: Easy to use credit.
- Zig Ziglar: Motivation and encouragement.

The success of the above can be attributed to the fact that they've designed their offering with the end-user in mind, helping people get what they want.

- Amazon: Convenience
- Apple iPhone: Connectivity
- Facebook: Popularity
- Starbucks: Self-care
- Taylor Swift: Understanding
- MasterCard: Lifestyle
- Zig Ziglar: Hope

All successful businesses are based on selling a product or service that will help people get what they want, which is usually intrinsic. A product or service must satisfy a need or want in order to sell. The same applies to job searching. You must fulfill an employer's need or want. Think of employers as the end users of your services; how do you help employers achieve what they want? Are you communicating your how and willingness to help throughout your job search?

Showing how you can help employers get what they want is how you achieve job search success.



## Winter Salad with Green Dressing

by Jennifer Puri

Cranberries are rarely eaten raw due to their acidic and sour taste. They are typically consumed dried, in a juice, sauce, or as supplements. Dried cranberries are typically sweetened with sugar or a sugar alternative.

Related to blueberries, bilberries, and lingonberries, cranberries are a rich source of plant compounds and antioxidants which include flavonoids and polyphenols. These help in keeping blood vessels healthy and cranberries' vitamin C and calcium content assist in maintaining strong bones.

There are a multitude of ways to enjoy cranberries as they can be added to muffins, tarts, breads, stuffing, smoothies, spritzers, sangria, or a salad as shown in the winter salad with green dressing recipe below.

**Prep Time:** 25 minutes

**Cook Time:** 35 minutes

**Servings:** 4

### Ingredients:

- 1 small butternut squash
- 2 tbsp. olive oil
- 1 tsp. coarsely ground salt
- 1 tsp. coarsely ground black pepper
- 1 small can sliced pears or peaches, drained
- 1 small can beets drained, rinsed, and cut in halves
- 6 cups arugula or baby spinach leaves
- 1 cup chopped walnuts
- ½ cup dried cranberries

### Dressing:

- 2 garlic cloves, chopped
- 3 green onions, sliced
- 1 cup Greek yoghurt
- 1 cup of fresh coriander and parsley leaves
- 2 tbsp. honey
- 2 tbsp. mayonnaise
- Juice of half a lemon
- 2 tsp. olive oil
- ½ tsp. coarsely ground black pepper
- ¾ tsp. salt or to taste

### Directions:

- Preheat oven to 375 degrees Fahrenheit.
- Slice butternut squash into 1-inch-thick pieces and remove seeds, pith, and skin.
- Place squash pieces in a bowl and toss with olive oil, salt, and pepper.
- Line a baking tray with foil and place the squash pieces on it. Bake on middle rack of oven for approximately 30 minutes or until tender. Allow to cool and then cut into bite size pieces.
- In a blender place the garlic, green onion, yoghurt, honey, mayonnaise, parsley, coriander, lemon juice, salt, and pepper. Pulse until smooth and then slowly add the olive oil and pulse for a few more seconds.
- Place arugula or spinach leaves in a large salad bowl. Arrange the squash pieces, beets, pear or peach slices around the edges of the bowl and the walnuts and cranberries in the center.
- Serve with green dressing and crusty, sourdough, or ciabatta bread.

Bon Appétit!



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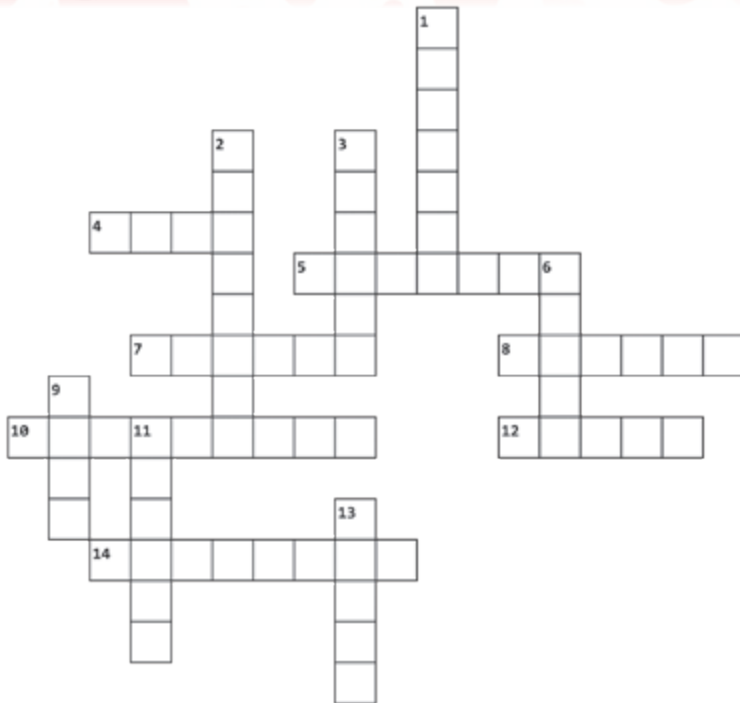
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# February Crossword



## Across

4. Canadian filmmaker, Denis Villeneuve's sci-fi adventure film \_\_\_\_\_: *Part Two* first premiered in February 2024.
5. Fleetwood Mac's best-selling album, \_\_\_\_\_, was released on February 4, 1977, featuring songs such as "Dreams" and "Go Your Own Way".
7. Born on February 1, 1994, England-born pop sensation, Harry \_\_\_\_\_ rose to fame as part of a boy band before going off on his own.
8. On February 21, 1948, the National Association for Stock Car Auto Racing, best-known as \_\_\_\_\_, was founded.
10. Something that is typically given to a significant other or friend(s) during the month of February.
12. February is National \_\_\_\_\_ Month, highlighting the importance of cardiovascular health.
14. Singer-songwriter and multi-instrumentalist, Joni \_\_\_\_\_, was inducted into Canada's Juno Hall of Fame on February 5, 1981.

## Down

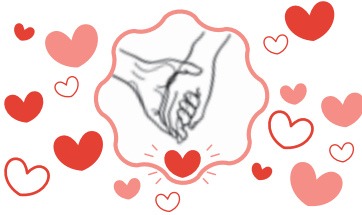
1. In February of 1917, this famous Spanish artist, best known for Cubism made his first trip to Italy.
2. February's purple birthstone, the \_\_\_\_\_ is believed to be a symbol of protection.
3. The Grammy Award-winning song "No \_\_\_\_\_" by TLC was released on February 2, 1999.
6. 2025's Chinese Zodiac is this slippery, slithery creature.
9. Angie Thomas' young adult bestseller, *The \_\_\_\_\_ U Give* was originally published on February 28, 2017.
11. Canadian actor, \_\_\_\_\_ Page, was born on February 21, 1987, in Halifax, Nova Scotia.
13. \_\_\_\_\_ History Month was made official by U.S. President Gerald Ford in 1976 and is observed every February.



## GAMES & PUZZLES

### Guess the Couple!

1. These two periodic elements make for a salty pair.
2. These semi-aquatic rodents mate for life and form strong bonds with their partners.
3. These two Disney pups celebrate their 70<sup>th</sup> anniversary in 2025.
4. This British celebrity supercouple are fondly known as Posh and Becks.
5. This fictional couple's sweet love story started in an office of all places!
6. This prehistoric couple lived amongst dinosaurs with their daughter, Pebbles.



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# Help Shape the Future of Calgary's Transit: MAX Purple East Extension Functional Planning Study

by The City of Calgary

We're excited to expand the MAX Purple bus rapid transit (BRT) further east, improving transit for communities along 17 Avenue SE and connecting to Belvedere. This extension will create a faster, easier, and more reliable way to travel.

## What Is Changing?

The MAX Purple East Extension will enhance your daily commute with:

- Faster, more reliable service with dedicated bus lanes and signal priority.
- Better connections between communities like Inglewood, International Avenue, and East Hills.

- Plans for future growth, with potential service extensions reaching Chestermere and other key destinations.

## Get Involved - We Want Your Feedback

Your input is crucial to creating a transit solution that meets the needs of you and your community.

Here is how you can participate:

- Online feedback: Share your thoughts at [engage.calgary.ca/MaxPurple](http://engage.calgary.ca/MaxPurple) from February 10 to March 3.
- Pop-up events: Join us for in-person consultations at local events near the 17 Avenue corridor.
- Stay Connected: Sign up for our newsletter for project updates.

Your feedback will directly shape the future of the MAX Purple East Extension. Don't miss this exciting opportunity to be part of Calgary's evolving transit network.

For more information visit [engage.calgary.ca/MaxPurple](http://engage.calgary.ca/MaxPurple) or email [engage@calgary.ca](mailto:engage@calgary.ca).

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