

# Osborne Village Resource Centre Newsletter Spring 2007

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## How does your resume **MEASURE UP?**



See what local Winnipeg  
Employers have to say....

## New Column In This Issue



Help! I Need A Geek!

## Discover Tourism



Canada's Fastest Growing Industry

## Hairstyling Champions



Winnipeg Technical College Makes The Cut

Your Free  
Pre-Employment  
Newsletter

## Tales Of Tech Support



Some humour to brighten your day

## Ask The Career Counsellor



The Art Of Cover Letter

# Help! I Need A Geek!

QUESTIONS ANSWERED BY A  
TECHNOLOGICAL HEROINE  
BETTY PUNKERT,

Professional Geek and Die Hard Volunteer at  
Osborne Village Resource Centre

**Today's Focus:**

**I want to buy a computer.  
What should I get?**

**What you need in a personal computer depends on what you are going to DO with it.**

Figure out what software programs you need to run, and then look at the boxes to find out the minimum and suggested system requirements. Use that information as a baseline to decide what you must have to make the system work for you.

Tasks such as word processing and surfing the Internet will have different system requirements than editing videos or graphic design. Once you have an idea of what you need to run the software you'll be using, you need to balance the issues of price, portability, and expandability.

## Price

**Don't buy "bleeding" edge technology.**

Co-founder of Intel, Gordon E. Moore suggested that every eighteen months processing power will double for the same price. The system you buy now for \$1500 will likely be \$750 next summer. Computers are like cars; the value drops quickly. Your hardware may be out of date within six months. Know what you want before you go to the store. Have a list, and remember whether or not the salespeople are commission when they make suggestions, because they will try to up sell you to the coolest, newest, and most expensive options.

## Portability

**Smaller is more expensive.**

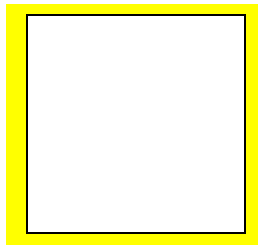
You will pay a hefty premium for miniaturization. As a rule, a laptop with the same capabilities as a desktop will cost one and a half to two times as much. If you need to be a road warrior, that premium will not matter to you, but if you do your

computing sitting at a desk, it isn't worth it. Laptops are expensive to maintain and to upgrade, and generally the components are more fragile than a similar desktop.

## Expandability

**You will want your computer to grow.**

Because of Moore's Law, it's likely that next year you will want to expand the abilities of your computer. This is where pre-packaged, brand name "box" systems (Compaq, Hewlett Packard, Dell, Gateway, Acer, eMachines, etc.) can be a potential problem. With most pre-made systems, as soon as you physically open the tower, you've voided the warranty. You must buy their parts and pay their technicians at a premium to make changes to your system. Also, while you CAN buy cheaper systems with 'on-board' video, audio, networking, wireless, and so on, these built-in products are often inferior to their retail counterparts, and they are troublesome to disable if you decide to add a better component later on.



For a very basic system, something pre-configured is fine, but if you know how to do your own maintenance, or you have very specific computing needs, go custom built. It's not much more expensive, and you have a LOT more control over what goes into your box that way, (and more importantly sometimes, what won't go into it).

## A Word On Macintoshes

The Apple Macintosh hardware and software system is substantially different than that of Windows. Make sure to read system requirements carefully. Most commonly found in the design world, Mac aficionados are passionate about their choice of systems. If you have questions, find a Mac user and ask them what they suggest. The downside is twofold; Macs are pricey (a twenty-five to fifty per cent premium over a similar Windows system), and software selection, particularly for gaming, is more limited. They are, however, easy to learn, very stable, and there are fewer viruses designed to affect them.

Betty has been a volunteer at Osborne Village Resource Centre for four years. She has over 15 years experience with computers, and offers this information as advice.

**"A geek is an individual who is fascinated by knowledge and imagination, usually electronic or virtual in nature."**

-<http://en.wikipedia.org/wiki/Geek>

# Discover Tourism

By Mindie Kitkowski

Manitoba Tourism Education Council

**Working in tourism means different things to different people:** flexible part time or seasonal jobs, full time positions, or rewarding careers.

If you think working in tourism means low-wage positions that don't lead anywhere, think again. Tourism is Canada's (and, in fact, the world's) fastest growing industry. It offers a choice of over 400 roles that require varying levels of skill, experience and education. From sales and marketing to guest services, accounting, maintenance, management, guest instruction, housekeeping, catering, entertainment or grounds management, the list of possibilities goes on!

Within the tourism industry, there are 5 identified groups representing the different areas of tourism where you can work. These areas are:

Accommodation, Food & Beverage, Recreation & Entertainment, Transportation, and Travel Services.

## Accommodation

This group includes hotels and other lodging operations. Examples of job and career positions available include front desk, guest services, and housekeeping room attendants. These are often the most visible department of a business, where guests typically have the first personal contact.

## Food & Beverage

As a major employer of youth, this industry group can serve as a training ground for people who are beginning their careers. Food and beverage outlets include fast food to fine dining restaurants, as well as pubs, bars, nightclubs and lounges, bookstores, department stores and casinos. Kitchen staff, room service staff, food and beverage servers and bartenders are just some of the positions that are available.



## Recreation & Entertainment

This group is projected to be the fastest growing area by 2015 and offers some of the most unique work and career opportunities, such as:

**Outdoor Adventure:** People who work in this industry area combine special expertise with their love and knowledge of the outdoors. As with all front line tourism occupations, employees must enjoy working with people and be skilled at understanding and meeting individual needs. In addition, employees must respect the environment and help others to respect it as well, to preserve and protect the ecology for the future.

**Golf Facilities:** Large numbers of Canadians and foreign visitors love Canada's many golf facilities. This industry needs employees to sell clothing and sports equipment, maintain and repair facilities and equipment.

**Parks and Attractions:** In addition to Canada's 38 national parks and 792 national historical sites, all provinces and territories have regional parks.

Employees in this industry work full and part time in a variety of positions in planning, marketing, selling, maintaining, promoting, patrolling, interpreting and training.

## Transportation

Transportation is an essential part of the tourism industry and the sector is a significant employer. Over a quarter of a million Canadians work in the four modes of the transportation sector: road, air, rail and marine.

## Travel Services

Travel Services employees make individual or group reservations for accommodations, tours, transportation, food and beverage and/or for attractions if they are employed by an organization that is established to provide such services. Other employees in this industry work for organizations that plan special events such as conferences, major meetings, trade shows and conventions.

For more complete information on all of the career and job opportunities available, please visit [www.discovertourism.ca](http://www.discovertourism.ca) or call the Manitoba Tourism Education Council, (MTEC) at (204) 957-7437.

[www.mtec.mb.ca](http://www.mtec.mb.ca)

discover  
TOURISM

**MTEC**  
MANITOBA TOURISM  
EDUCATION COUNCIL

# Ask The Career Counsellor

Today's Focus:

## HOW IMPORTANT ARE COVER LETTERS? DO I NEED TO INCLUDE A COVER LETTER WITH EVERY RESUME I SEND?

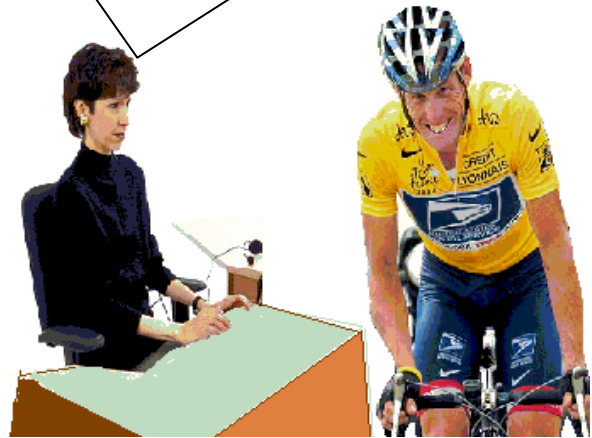
Yes, yes, yes ... Cover letters are extremely important!

It is the first document an employer reads and is often viewed as important as the resume itself. It creates that **positive first impression**. If well written and tailored to meet the needs of each employer, they can immediately gain attention and stimulate interest. So much time is invested in preparing a resume ... so little time may be devoted to creating effective letters.

### Tips:

- **Address a specific person:** phone to find out the name and correct spelling;
- **Avoid Dear Sir / Madam or To Whom It May Concern;** use a subject line in place of the salutation if you cannot determine the person's name (Re: *Community Worker Position*)
- **Keep it brief:** One page 3-4 paragraphs; it should compliment a resume, not repeat it
- **Match yourself to the job:** Focus on specific skills and accomplishments; provide examples that link to the job requirements
- **Demonstrate interest:** Research the company; show you are motivated and take initiative; state what you learned about the company or industry
- **Pay attention to detail:** Errors in spelling and grammar can immediately eliminate an applicant
- **First impressions count:** Type your letter using the same font and size as on the resume

"Ok Mr. Armstrong, I see from your resume that you are a winner, but have you ever worked in a fast paced environment?"



## Tales Of Tech Support

**Customer:** "Good Afternoon, I can't print. Every time I try it says 'Can't find printer'. I've even lifted the printer and placed it in front of the monitor, but the computer still says it can't find it...."

**Customer:** "Yes, I have a problem with my printer."

**Tech:** "Is it running under Windows?"

**Customer:** "No, but my desk is next to a door but that is a good point. The person in the cubicle next to me is under a window, and that printer's working fine."

**Tech:** "Click on the 'My Computer' icon on the left of the screen..."

**Customer:** "Your left or my left?"

**Tech:** "Okay, let's press the control and escape keys at the same time. Now type the letter 'P' to bring up the program manager..."

**Customer:** "I don't have a P..."

**Tech:** "On your keyboard?"

**Customer:** "What do you mean?"

**Tech:** "P.... on your keyboard."

**Customer:** "I'm not going to do that!!!"

# Hairstyling Champions

## Winnipeg Technical College Makes The Cut and Heads to Nationals

**Winnipeg Technical College students Veronica Klas and Jessica LeBrun, recently competed in the Wella Competitions.**

Veronica was selected as a finalist in the Consumer Fashion Photo Shoot category of the annual Hairstyling competition sponsored by Wella. She will compete against other finalists from across Canada in April at the Allied Beauty Association (A.B.A.) Hairshow in Toronto. She is currently attending the Hairstyling program at Winnipeg Technical College as a full-time evening student. Her instructor Debbie Rurak, commented, "Veronica's dedication and hard work have been instrumental to her success."

Right to  
Left:  
Nika,  
Nika's  
Model,  
& another  
student



Jessica Le Brun, (a graduate of the College's Hairstyling program and currently employed as an Apprentice Stylist at In Stages Hair Salon), competed in last year's competition. Jessica graduated from Winnipeg Technical College and Dakota Collegiate Institute simultaneously in June of 2006. She attended the College as a half-day student earning high school credits while working towards her Hairstyling Trade Certificate.

Instructors, Melinda Vandenberg and Mary Elliott, attribute Jessica's success in the Fantasy category of the competition to her creativity and her skilful techniques used in her work. By winning the Gold Medal in last years Wella competition in the Winnipeg A.B.A., she has earned an opportunity to compete in the national level in this category in Toronto.

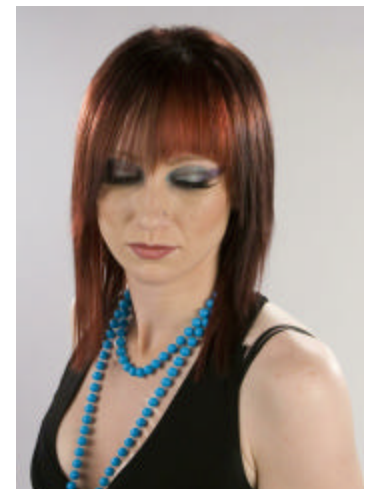
Nika (in photo,) commented that she never imagined becoming a hairstylist.

"To be quite honest, it was a very spontaneous decision. I was blow-drying my mom's hair and she told me I was very good. It got me thinking: I should try it for real! I happened to know Katrina from the WT C office. She helped me get started with my application and two weeks later I was enrolled and started my classes." Nika's thoughts on the competition: "When I heard of the Wella cut and colour competition, I was very excited to try it. It was never about winning, I just wanted to have fun with it and explore my creativity. The competition took place in our classroom, so there was no pressure, everybody felt at ease and we all tried to help each other out as much as we could. I had the best experience during the competition and it made me want to participate in a lot more."

The College's Hairstyling program is available to both secondary and post-secondary students. **The instructors are proud of the success of their students and their ability to meet the needs of local employers by developing well-trained skilled professionals. The Hairstyling program's success is evident in its long-standing employment rate of 96% of its graduates.**

The Hairstyling program also operates as a salon with services available to the public five days per week from October to June each year.

For information regarding appointments and prices, please call (204) 989-6535. For Information regarding Winnipeg Technical College, contact (204) 989-6500 or [www.wtc.mb.ca](http://www.wtc.mb.ca).



The winning finalist photo for the consumer fashion category - style by Nika.

# Got The Stuff Employers Want?

## How do you measure up?



So you are a job seeker who is thirsty for success...

Do you want to know what employers are looking for in candidates?

Do you know how to demonstrate the attributes and elements that they feel are important?

What's key in a cover letter, resume or interview?

What do they want?

**Osborne Village Resource Centre was interested in the hiring practices of some local employers. We wanted to know what key elements were valued in interviews, resumes and cover letters.** We sent out 40 surveys to various employers in the city, and so far, have received 23 written responses. **Although the survey is ongoing, we offer some preliminary information for your consideration. Keep watching future newsletters to see other questions that will be answered by local Winnipeg employers. Each time we print findings, we will keep you posted on sample size and changes in trends.**

To use this information best, please respond to the following multiple-choice questions.

Check (✓) one response for each question, and then compare your answers to the information on the next page.

**1. When receiving resumes by email, which method do you prefer to have the cover letter included?**

- Both cover letter and resume as an attachment
- Cover letter as body and resume as an attachment
- No preference

**2. How important is it to have a cover letter?**

- Very important
- Somewhat important
- Not important

**3. Are you willing to interview people who do not include desired salary when requested?**

- Yes
- No

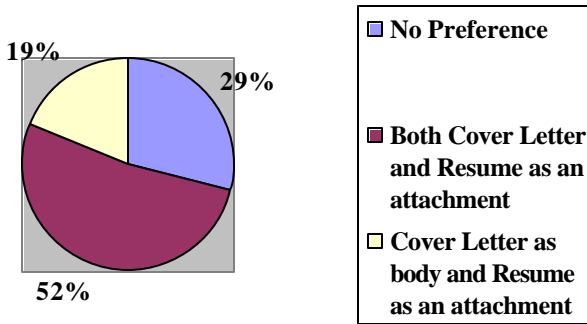
**4. What complaints do you have with cover letters?**

**(Please rate 1 least common to 5 most common)**

- No clear connection between job requirements and candidate's qualifications
- Poorly written
- Errors (spelling and grammar)
- Lack of cover letter
- Cover letter more than one page

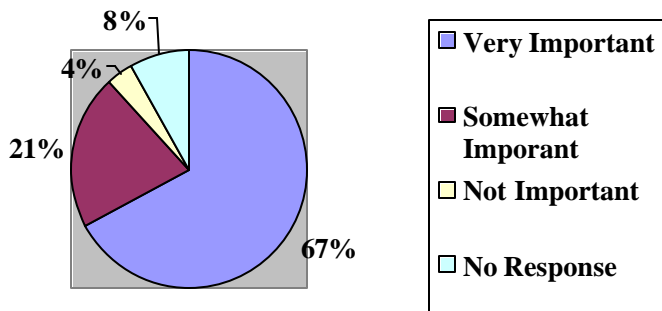
# How The Employers Responded... Cover Letter Survey Results

1. When receiving resumes by email, which method do you prefer to have the cover letter included?



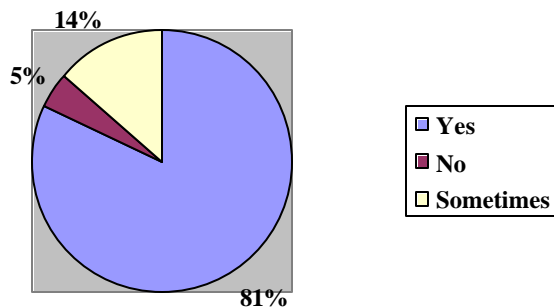
52% of employers reported preferring to receive an emailed resume as **"Both cover letter and resume as an attachment."**

2. How important is it to have a cover letter?



67% of employers felt that it was **"very important"** to have a cover letter.  
Only 4% of employers felt that it was **"not important"**.

3. Are you willing to interview people who do not include desired salary when requested?



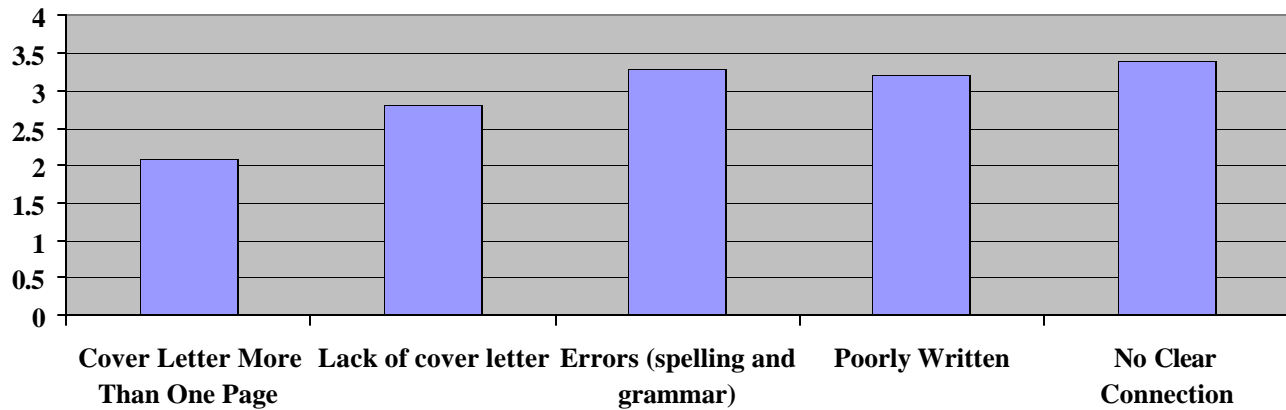
Most employers responded **"Yes"** (82%) of the time.  
However, there were some additional responses, including:  
**"No...Always give at least a range, and advise negotiable"**  
**"Yes...But they take their chances"**  
**"Sometimes"**  
**"Yes...depending on the job, I may pre-screen on the phone first and clarify salary at that time"**

# Survey Results Continued From Page 7

These stats were prepared by our newest volunteer, Nick Fan!

## 4. What complaints do you have with cover letters?

(Please rate 1 least common to 5 most common)



23% of employers cited that "No Clear Connection" was a very common complaint they could make about Cover Letters.

"Errors such as spelling and Grammar" rated as the second most common.

**This survey is ongoing;** if you are an employer interested in participating or interested in posting a job position, please contact us at (204) 989-6493.

Keep your eye out for further editions of the newsletter to see the other results.

If you have any comments or questions about **OVRC**, our services, our newsletter or if you are looking for work, please feel free to contact us at:

Phone number (204) 989-6503, Fax number (204) 477-0903

Website: [www.ovrc.ca](http://www.ovrc.ca), or [myspace.com/ovrc](http://myspace.com/ovrc).