

Ask a Wise Woman ...

Dear Wise Woman

I have been enjoying your articles on interesting careers to pursue. It was clear that making phone calls to strangers is one of the first tactics to use.

Have you any words of advise?

Timid Tess

Dear Tess;

You are right and it does take some nerve to make cold calls – however as a recent special in the Globe and Mail’s Career section stated - “do your research first, take a deep breath, then pick up the phone.”

Some tips from the pros included:

1. Research – amass information about the company, its competitors and the person you are calling – use the web, financial reports, articles etc.
2. Write a speech that includes key points you want to cover and then... rehearse it until it sounds natural.
3. Keep it short, sweet and to the point – 10 seconds or less – and then make your request.
4. Ask for information, not work. Request an appointment to learn more about the company.
5. Smile – the people you are calling will hear it in your voice.



About CERC “Your Job Search Connection”

Hours

Monday:	9am – 6pm <i>(every third Monday of the month, the Port Hope office will close at 4pm for staff development. The Cobourg office will be open until 6pm)</i>
Tuesday:	9am – 5pm
Wednesday:	9am – 5pm
Thursday:	9am – 5pm
Friday:	9am – 4pm

Email

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Web Site

www.cercnorthumberland.com

Locations

Port Hope: 74 Queen Street
(Lakeland Place)

Telephone: 905-885-2372
Fax: 905-885-5706

Cobourg: 1005 Elgin Street
(Fleming Building)

Telephone: 905-372-9372
Fax: 905-372-5247

Colborne Outreach: Every Thursday
2-5 p.m. starting September 8th at the
Public Library, King Street



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Mature Women’s Chronicle “Your Job Search Connection”

April 2006



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Careers For Older Women

There are three more occupations to explore listed in *10 Job Ideas for the Older Worker* from the AARP online bulletin (see last month's newsletter): Tour Guides, Home Care Assistant and Consultant.

AAPR suggests that museums, parks, casinos and other hospitality-focused businesses use older workers to explain attractions and acquaint visitors with on-site amenities. As Northumberland County becomes more of a tourist destination we may see more possibilities in this area. Maybe you have an idea for a tour. Talk to your local Chamber of Commerce and Tourism Office to discuss developing it into a job for you.

Home Care Assistants are and will be in high demand as the baby boomer generation ages. The job titles vary: personal care assistant, continuing care assistant, home health aide, personal support worker. A number of these titles provide non-medical home care and require some on the job training only. Others, such as Personal Support Worker, are more like Nurses Aides and do require training. CERC has a Personal Support Worker job search package. The main duties are listed on the first page and specific PSW web-sites are listed on the last page. CTDC, Fleming and Trillium College offer PSW programs.

A Consultant could be needed by many of the job titles listed in the NOC Sales and Service category. If you have had years of experience in any of these areas and believe you can help others succeed, this may be the job for you. This is not a good career for someone who needs a steady income or doesn't like to promote their skills.

Contact past colleagues and friends to see where your expertise might fit in. You may want to visit the Business Advisory Centre Northumberland in Cobourg and pick up a copy of *Start and Run a Consulting Business* for \$21.95.

Personal Goal of the Month

Call or email us re the MWC at CERC – we need feedback – Are our articles of interest and helpful? Do you have suggestions for future topics to cover? Thanks! We are all ears!!!

Resources

Visit the Business Advisory Centre Dressler House, 212 King St.W., Cobourg, ON to look at or purchase some of their many resources. Click on www.mayoclinic.com/health/walking for more tips and a link to Walking shoes: Features and fit can keep you on the move

Quote of the Month

They can because they think they can.
...Virgil

CERCulation News

CERC's theme for April:

A well
Prepared
Resume
Is
Lost without a cover letter

Female, Over Forty and Fit For the Workforce

PUT a “SPRING in your STEP”

No more snowboots and mittens, temperatures are rising and the sun is warm – so it is time to start walking for fitness. It is one of the body's most natural forms of exercise...safe, simple, very little practise required and the benefits are many.

WHY WALK?

Besides the health benefits that include reducing the risk of heart attack, managing blood pressure and diabetes, for you, dear mature job-seeking women, walking can: **Boost your spirits** – a brisk walk is a great way to reduce stress. Regular walking also can lessen feelings of depression and anxiety associated with the pressures of job search activities.

Stay strong and active – as we get older, walking for physical fitness can prevent falls and maintain mobility.

LET'S GET STARTED!!

Take some time to prepare to prevent injury.

What to wear – choose comfortable footwear; dress in loose-fitting comfortable clothing for the weather – in layers. Avoid rubberized material as they don't breathe.

Warm Up – walk slowly for 5 minutes to warm up your muscles – walking in place works.

Stretch time – stretch warm muscles for about 5 minutes including calves, quadriceps, lower back and hamstrings