



A Monthly Update  
About Your Chamber

Oakville Chamber of Commerce

# Marketing Yourself —how effective are you?

In my Human Resources practice, I am constantly asked to provide candidates for interviews. Here's the scenario. I am interested in sending this particular person for an I.T. position in Toronto. He doesn't have a telephone at home and seems to work from a pager/cell arrangement. No problem here as long as he calls back. I call him with an urgent request to call me back before he goes into his interview first thing the next day. His cell is switched off and there is no voicemail attached. This has happened before and the reason given at the time was that his sister had the cell that day! Can you imagine what I thought when this happened a second time? Result, he went into the interview without the vital information he needed about the client. Oh, by the way, he really wanted (and needed) this job.

How many barriers do we unwittingly place between ourselves and what we want? Do we consciously know that we are doing this? If not, why not? I once heard an extremely insightful remark: "most of us are part of the living dead—born in 1950, died in 1990 and buried in 2025." In order to successfully gain what we truly desire, we have to be there. What does this mean? Our energy has to be fully engaged and focused on the situation we are in right now. Our presence has to be in that moment and 100% directed towards the situation at hand. Many times other issues, worries and thoughts are often occupied with (and by) that "yak/yak" voice sitting on our left shoulder and whispering instructions into our ear. "What is he/she thinking of me right now? What is the mindset here?" While all of this is quite naturally a part of our thinking, if we allow it to control the moment, it kills spontaneity, clear focus and natural enthusiasm. A professional interviewer will never allow you into his/her innermost thoughts and opinions, so why bother to second guess? Instead, focus the mind, energy and presence on who you are, what you can offer and how this transfers in what they want. You can facilitate this by asking them what they want before you launch into what you

have. Make it easy for the listener, by allowing them to be a "fly on the wall" watching you perform the work that you are saying is transferable into their organization. Absolutely paramount to your success, is a ridding of the energy of "I must, I must get this job"! If you can put this overriding thought on one side and allow the interviewer to see the real you, they will be able to better assess the "fit" for their company. That is what it is all about today—"fit". Teaming is everything now. No matter how good you are technically, if you have attitude, you probably won't get the job. So plan to improve and upgrade yourself, as well as your skills! If you have done your part and fully engaged in a dialogue of "what do you want/this is what I've got", then the remainder will work out one way or another. You have no control over the "fit". You have been "present" and focused on your marketing presentation in a laser and informative way. Ask questions, correct any misconceptions and, most of all say if you are interested and then *take your hands off it*. Last, but certainly not at all least on the list of "how to market oneself" is an exceptional ability to listen. After you have asked the key question of "what kind of person would be ideal for your position?", then listen with a clear focused relaxed and uncluttered mind. Then match your background with what they want. Take care here—make sure that it is a true match and not a "square peg in around hole" scenario.

Our final note. F.E.A.R means "False Evidence Appearing Real". Fear freezes, numbs and invalidates our natural energy, personality and presence. It's false and unreal and is part of that "Yak/Yak" voice sitting precariously on our left shoulder. Ignore it and utilize it as a platform to leap off and fly (hopefully into a wonderfully new experience). Good Luck!

Elizabeth Clarke is a member of the Marketing Committee of the Oakville Chamber of Commerce and owns and operates an HR Consulting Group, specializing in recruitment and counselling.



# Childcare



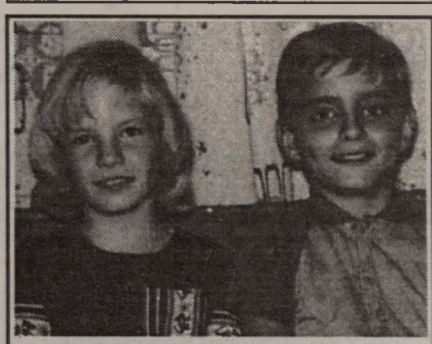
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# Childcare

# Community Notices

# Community Notices

## Birthdays



**Lordy, Lordy  
The Twins Are  
40!!**

Brenda and Brian  
Love mom and family

## Deaths

**WOODSTOCK, W. J. (Jim)** - Peacefully at Oakville-Trafalgar Memorial Hospital, Oakville, on Saturday February 27, 1999; Jim Woodstock of Oakville. Survived by his wife Catherine (Kit) of Oakville. Father of James and his wife Donna of Hillsburgh; Susanne and her husband Rick Boileau of Burlington. Grandfather of Karyl Boileau. Longtime resident of Oakville, proprietor of The Oakville Upholstery Shop and lifetime member of the Royal Canadian Legion, Branch 114. He will be sadly missed by family and friends. If desired, expressions of sympathy to the Oakville-Trafalgar Memorial Hospital- Rehabilitation and Geriatrics, Oakville would be sincerely appreciated. At Jim's request there will be no formal services. Arrangements entrusted to the Oakview Funeral Home 842-2252.

## In Memoriam

**MULLER, Beatrice** - In loving memory of a dear mother and nanny who passed away March 2nd, 1998. Those whom we love go out of sight, but never out of mind. They are cherished in the hearts of those they leave behind.  
With love, Margaret and Lillian.

## Card of Thanks

**THE FAMILY** of the late Bryan Haywood would like to express their sincere appreciation to all of Bryan's friends, co-workers and family for the many floral tributes, memorial donations, sympathy cards and many acts of kindness shown to us in the recent loss of our son. A special thank you to Andrew and Doug Kocher of the McKersie-Kocher Funeral Home, Halton Regional Police and Halton Victim Services for all their guidance care and compassion.  
John, Ann and Allan Haywood

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## Deaths

**DEMENY, Tibor Thomas** - (A long time resident of Oakville then Burlington. Former Vice-President of King Paving & Materials Limited) Peacefully at the Oakville-Trafalgar Memorial Hospital on Friday, February 26th, 1999, surrounded by his family. Husband to Esther for 48 years. Beloved family father to Russ and his wife Ginny Demeny, Susan and her husband William Minnis. Loving Papa to Danielle and Kristin. Cherished Uncle to David, Bill and his wife Cheryl Minnis. He lovingly touched the lives of his family and many friends. He will be deeply missed and fondly remembered. Friends will be welcomed by the family at the Ward Funeral Home, 906 Brant Street (at Fairview Street), (905) 634-1234, on Thursday March 4th from 2 until 4pm. A service will be held in the chapel at 4pm with a celebration of Tommy's life to follow. In lieu of flowers, the family would appreciate donations to the Heart and Stroke Foundation.

**KENNEDY, James H.** - passed away on Friday, February 26, 1999 after a 2 year battle with cancer, at the age of 75. An accountant retired from Maxwell Meighen Associates, and a Royal Canadian Air Force veteran. He leaves behind his wife Dorothy, as well as daughter Linda and her husband Harold of Burlington; and son Jim and his wife Susan of Greensboro, North Carolina. Also surviving are granddaughters Pauline and Crystal, and great grandchildren Jessica, Shauna and Dillon. Services were held on Monday March 1, 1999 in the Chapel of the Oakview Funeral Home with interment at Halton Hills cemetery. Memorial contributions can be made to the Ian Anderson House, P.O. Box 61034, 511 Maple Grove Drive, Oakville, L6J 7P5; a non-profit Hospice where he resided his last few days.

**RAMSDALE, John (Jack)** - At Oakville-Trafalgar Memorial Hospital on March 2, 1999. Jack Ramsdale in his 87th year. Beloved husband of Muriel of 62 years and loving father of Linda and Gary Crowe of Burlington. Loved by his grandchildren Brad and Megan. Brother and brother-in-law of Kay and Bert, Ted and Dorothy and Roy and Mavis. Jack was a former employee of Christie Brown and long time member of Trafalgar Golf Club. Friends will be received at a memorial reception at the Oakview Funeral Home, 56 Lakeshore Road West (one block east of Kerr), Oakville on Thursday from 2-4 and 7-9 p.m. In lieu of flowers donations may be made to the Heart and Stroke Foundation. Many thanks to Dr. Rouse and the nurses of 4 East.

**SMITH, Lillian Mary** - Suddenly at the Oakville-Trafalgar Memorial Hospital on February 28, 1999. Devoted wife of the late Reg Smith. Cherished mother of Marilyn (Dave Hay) of Laporte, Texas; Audrey (Finley Dickson) of Port Renfrew, B.C.; and Jean (late Richard) Glazin of Oakville. Beloved Nana of her grandchildren Linda, David, Ronald, Susan, and Marilyn; Steve, Lori-Anne, Chris and Rob; and great grandchildren Jennifer, Shelby, David Luke, Ian, Eric, Justin, Cassie, Noelle, Kip, Tamika, Evan, Meagan and Alec. Friends will be received at the Oakview Funeral Home, 56 Lakeshore Road West (one block East of Kerr) Oakville on Wednesday from 2-4 & 7-9pm. Vigil prayers to begin at 7:00pm. The Funeral Mass will be held at St. Michael's Roman Catholic Church, 181 Sewell Drive, Oakville on Thursday March 4, 1999 at 11:00am. Interment Trafalgar Lawn Cemetery. If desired donations may be made to the Heart and Stroke Foundation, the Alzheimers Society or the Scarborough Missions.

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