

Equal Opportunity Seminar told to "Lean on Managers"

Representatives of 33 companies came together recently at the Chelsea Inn in Toronto to share strategies towards the better utilization of their female employees. The day long seminar entitled Managerial Approaches to Affirmative Action was sponsored jointly by the Women's Bureau of the Ministry of Labour and by Bell Canada, ManuLife, Shell Canada Limited, Towers Department Stores and Warner-Lambert Canada Limited.

Since International Women's Year, the Bureau has offered a consulting service to employers to encourage the establishment of affirmative action programs. So far more than 140 companies in the private sector have been contacted.

"What we found was that increasingly our clients wanted to know what other companies were doing in the equal opportunity field, how they coped with problems that came up," says Murray LeMasurier, the seminar's main organizer and an affirmative action consultant with the Women's Bureau. That was the impetus behind the seminar on June 8th, which was kicked off with a speech by Jim Bennett, a principal in the Toronto office of the international consulting firm of McKinsey and Company and co-author of the book *Women in Business: A shocking waste of human resources*.

Mr. Bennett, who had been retained as a consultant by the CBC, several government ministries and a major bank, said that in every corporation he has looked at, jobs are segregated by sex. "One can say that no corporation should be referred to as 'it' but rather as 'him'", he observed. Many staffing decisions are made on the basis of what are believed to be women's group characteristics such as being emotional, not committed to the job, not being mobile, or being more likely to leave because of family responsibilities. He pointed out that men have group characteristics too (more heart attacks, more alcoholism, greater tendency to break the law) but that these are

not considered sound criteria in hiring. "When it comes down to it, men just prefer working with other men."

His advice to people working in the equal opportunity field was to make sure that there is a common recognition of the problem. He has found that usually men think that women are happy with the status quo within the organization. Guidelines specifically spelling out things like interviewing techniques or the setting of salaries can be very helpful. "Lean on line managers," he urged. Other suggestions from Mr. Bennett included establishing special courses for high potential women, improving access to training and creating opportunities on the job. He advised raising female aspirations but making sure opportunities are real so that people's hopes are not dashed.

Participants broke into five groups following his talk to select and debate issues specific to their companies.

Acting as workshop facilitators were Judith Davidson-Palmer, women's advisor to the ministry of housing, Marg Briere of Bell Canada, Dale Schneider of ManuLife, Lynne Dell of Shell Canada and John Oelrichs of Warner-Lambert. Some of the problems discussed in the workshops were how to retain momentum in affirmative action programs, how to recruit and retain more qualified women, how to obtain and maintain the commitment of senior management to the program and how to find more opportunities for women when an organization is shrinking.

When asked to evaluate the day's events, most participants said they found the discussions helpful and especially appreciated the contacts they were able to make.

Les Bailey, an assistant vice-president with Bell Canada, chaired the seminar and Tim Armstrong, the deputy minister of labour, made the closing remarks.

(From the Women's Bureau News Letter)

A happy Chauffeur



Michael Graham sits behind the wheel of his Father's most recent acquisition — A 1957 Rolls Royce Silver Cloud 1, brought over from Great Britain by container in April. — Photo by M. Rowsell.

Freezing Vegetables

Fruits and vegetables to be frozen should be as fresh as possible. Heavily waxed containers are recommended for packing. With both fruits and vegetables, leave 3/4-inch "head space" in each container to allow for expansion.

VEGETABLE	HOW TO PREPARE AND PACK
ASPARAGUS	Cut in 6-inch lengths. Blanch 3 1/2 minutes. Chill, drain and pack.
BEANS, GREEN SHELL	Shell. Blanch 1 1/4 minutes. Chill, drain and pack.
BEANS, LIMA	Shell. Blanch for 1 1/2 minutes. Chill, drain and pack.
BROCCOLI	Cut in pieces no thicker than 1 inch. Blanch for 4 minutes. Chill, drain and pack.
CAULIFLOWER	Cut in pieces no thicker than 1 inch. Blanch for 3 minutes. Chill drain and pack.
CORN ON THE COB	Husk. Blanch for 8 1/2 minutes. Chill, drain and pack.
PEAS	Shell. Blanch for 1 minute. Chill, drain and pack.

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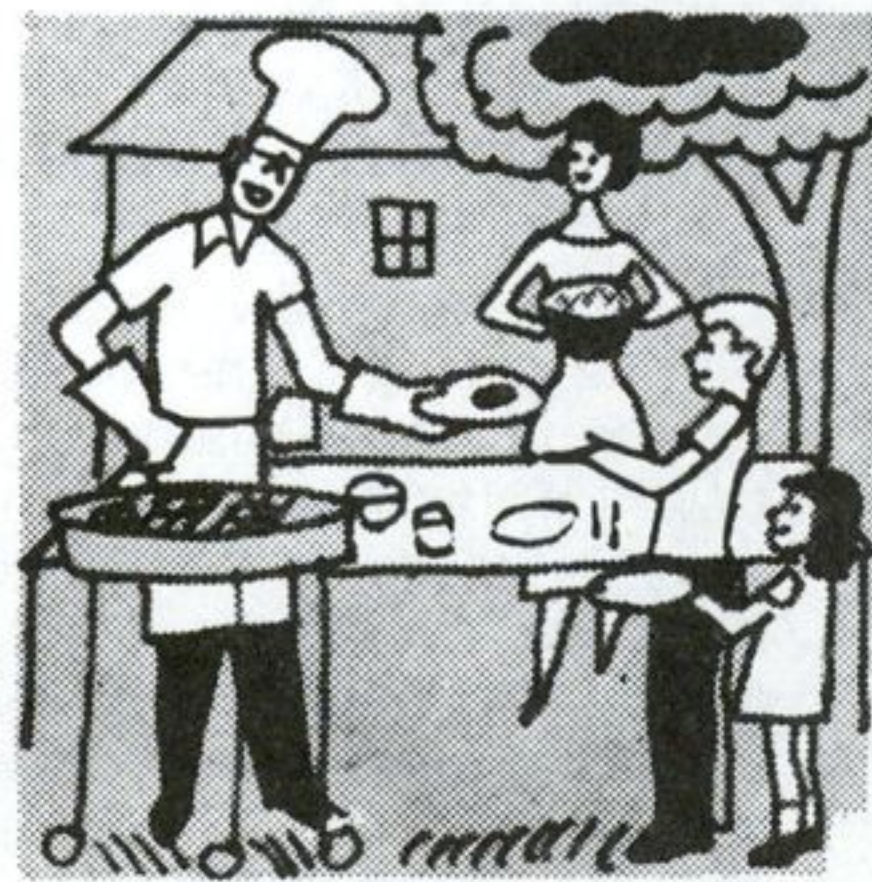
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\$5.00 per person

Bar-B-Que from 5:00 to 8:00 p.m.

Dance to "The Tradewinds"
(from the NAC Beer Garden)
9 to 1 a.m.

"GET YOUR TICKETS EARLY"