

REES' Pieces

Get out and vote

For almost 18 months we "stayed the blazes home" at the insistence of then premier Stephen McNeil. By following is stern straight up warnings, we as a population of almost one million people caused Nova Scotia to be a leader with far less Covid-19 infections, serious hospitalization and deaths.

Even though we became agitated from "cabin fever" and the stress of not seeing relatives and close friends, or attending various community events like we did a couple years ago, we can take pride in our collective efforts to remain healthy even though we suffered from isolation anxiety.

While others were suffering with much more rampant rates of infection and higher per capita death rates, they were jealous of our success. The reason was simple: "We did exactly as we were told". We put our concerns for others ahead of our own desires. There was very little flagrant non-mask wearing violations and demonstrations even though we didn't like what we "had" to do. It didn't take long for other Nova Scotians to remind us we were coming within 6 feet of them. The smaller the community the more respect was shown.

It will take another year for community groups to get back in the groove and do all the local fund raising events, which have kept rural communities alive. As a result of the caring, and respect, I predict community groups will enjoy a resurgence on community participation, as we find ways to keep ourselves busy, realize the importance of and concentrate on ways to make rural living even more enjoyable. Covid-19 will result in a greater closeness to and appreciation of those around us.

The most damaging effect of the pandemic is the rapid escalation in the price of housing and real estate, when people from other provinces realizing out level of safety started buying properties – sight unseen. Even in some rural areas, the price of putting a roof over your head has far outstripped our ability to build or purchase.

We can talk all we want about the need to invest in existing businesses and provide cheques to help those who lost their jobs get through the rough spots – solutions will evolve. The challenge for federal, provincial and municipal governments will be to design, develop and implement programs which will bring more affordability to housing. Thinking "outside the box" will be required. Whether is mortgage rate relief; extending mortgage terms to 30-35 years or similar concessions. Yes, 30-35 mortgages involve paying a tremendous amount of interest until the mortgage is retired. Compare that to becoming a renter, ending up only with a stack of receipts and "no equity" at the end of the same time span.

I'd much prefer the option to end up with a bundle of equity. What are your thoughts?

We now have the opportunity to get out and enjoy times with friends and relatives and we have an excellent excuse when to do so.

We are heading to the election booth on August 17th. Summer elections normally have lower voter turn-out. However, just as we followed guidance and "stayed almost isolated" for 18 months, perhaps this August we change things around.

Would it be a good idea to use, "I have to go vote" as a good reason to get out of the house, see some friends, and do your civic duty?

If you are afraid of large crowds on election day, there are several options available to avoid crowds. If you act on or before August 4th, you can request a "mail-in" ballot. One of the first things to do is to ensure you are on the voter's list. If you call: 800-565-1504, or email: elections@novascotia.ca you can start the process and also find out the various voting options, alternatives.

(See story on page 1 in this issue, "Please, please VOTE"). We have listed days, hours for returning office voting, community events, etc. We attempted to provide complete details so that Nova Scotia can be the leader in increasing voter turn-out for the August 17, 2021 election.

Regardless of who you support, please exercise the rights that so many have given their lives by serving the Canadian Armed Forces. Do it for them if nothing else.

Maurice

The Art of Finding Work

10 Ways to Make Your LinkedIn Profile Stand Out in 2021 – Part 2

By Nick Kossovan

Last month I provided 5 suggestions on how you can make your LinkedIn profile, which in 2021 is a non-negotiable must-have for job seekers, to stand out. The suggestions were: Add a headshot; Create an eye-catching headline; Craft an interesting summary; Highlight your experience and Use visual media.

I'll continue with my next 5 suggestions:

Customize your URL:

Your LinkedIn URL (Uniform Resource Locator) is the web address for your profile. The default URL will have your name and some random numbers and letters (https://www.linkedin.com/in/nick-kossovan-647e3b49). Customizing your profile URL (https://www.linkedin.com/in/nickkossovan/) makes your profile search engine friendly; therefore, you're easier to find. As well a customized URL invites the person searching to make some positive assumptions about you: You're detail oriented; You're technologically savvy and You understand the power of perception (Image is everything!).

James Wooden, one of the most revered coaches in the history of sports, is to have said, "It's the little details that are vital. Little things make big things happen." To change your profile URL, go to the right side of your profile. There you'll find an option to edit your URL. Use this option to make your URL concise and neat.

Make connections

The more connections you have increases the likelihood of being found when hiring managers and recruiters, looking for potential candidates

with your background, search on LinkedIn. Envision your number of connections as 'the amount of gas in your tank.'

At the very least, you should aim to get over 500 connections. Anything below 500 LinkedIn will indicate your number of connections as an exact number (ex. 368). Above 500 connections, LinkedIn simply shows you have 500+ connections. Getting to 500 implies you're a player on LinkedIn.

As much as possible, connect with individuals you know personally, have worked with, met in a professional capacity (tradeshaw, conference), is in your city/region and industry/profession. If you'd like to connect with someone you haven't met, send a note with your request explaining who you are and why you'd like to connect. (This'll be my topic in next week's column.)

Ask for recommendations and skill endorsements

This is vital to making your profile stand out! Employers want to know that others think of your work. When asking for a recommendation, or skill endorsements, think of all the people you've worked the past. Don't just think of your past bosses; also think of colleagues, vendors, customers — anyone who can vouch for your work and professionalism.

Instructions on how to ask for, and give, a recommendation, can be found by going to the LinkedIn 'Help' field (Located by clicking on the drop-down arrow below the 'Me' icon in the upper right-hand corner.) and typing 'Requesting a recommendation.' Do the same for skill endorsements.

TIP: It's good karma to write recommendations, and endorse skills, in return and to give unsolicited.

Keep your profile active

LinkedIn is not simply an online resume — it's a networking social media site. To get the most out of LinkedIn, you need to be constantly active (at least 3 times per week). Write posts and articles. Check out what is being posted, especially by your connections. Like and share posts that resonate with you. Engage with thoughtful comments that'll put forward your expertise.

Join groups that align with your industry and professional interests. Groups are an excellent way to meet like-minded professionals with whom to network and share ideas and best practices.

Check your LinkedIn profile strength

It's in LinkedIn's interest that you're successful using their platform. Therefore, they've created a 'Profile Strength Meter' to gauge how robust your profile is. Basically, this gauge tells you completion level of your profile. Using the tips, you'll be given, keep adding to your profile until your gauge rates you "All-Star." For instructions on how to access your 'Profile Strength Meter,' use the LinkedIn 'Help' field.

The 10 tips I offered is a starting point for building a LinkedIn profile that WOWs! Jobseekers need to make the most of their profile to stand out in a sea of candidates, sell their skills, and validate their accomplishments. Make it easy for the reader to get a feel for who you are professionally.



Nick Kossovan

Nick Kossovan, a well-seasoned veteran of the corporate landscape, offers advice on searching for a job. You can send him your questions at artoffindingwork@gmail.com

The Shoreline Journal

Here's where to find us:

BASS RIVER:

Bayside Pharmacy
Dominion Chair Factory Store

BIBLE HILL:

C.W. Fraser Pharmacy
MacQuarries Pharmacy
Kennedy's Deli - Ryland Ave

DEBERT:

Debert Mini-Mart

FIVE ISLANDS:

Masstown Market Five Islands

GLENHOLME:

Double "C" Truckstop

GREAT VILLAGE:

Wilson's Gas

MAITLAND:

Frieze & Roy General Store

MASSTOWN:

Masstown Market
MTM Retail Gas (Petro-Can)

MILLBROOK:

Super 8 Motel
Hampton Inn & Suites

NORTH RIVER:

Grant's Grocery

PARRSBORO:

CrossRoads Co-op
Ken's Grocery
Wright's Pharmasave

TRURO:

Atlantic Superstore
Best Western Glengarry
Holiday Inn
MacQuarrie's Pharmasave (Esplanade)
Rath Eastlink Comm Centre
Colchester East Hants Health Centre - Coffee Shop

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Maurice Rees, Publisher,
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Everyone Who's Been Suffering

Our world has changed

Like never before and it's so sad

Every day because our lives have changed

So much in life today and so many families suffering

Like never before and this killer virus is here to stay

And we where all caught and unaware and it's

sadness

In the air and isolated from our loved ones every day

And there's know happiness or joy in our lives today

It's just an other loved one who's sadly passed away

And coronavirus walks among us every day

And we try our best to struggle through

This horrible coronavirus storm

Trying to stay safe and keep ourselves warm

And the pain and hurt it's brought us and

There's nothing much to gain and our

Peace and love has all gone away

And it's just a lonely tear rolling down my face and

I've been Crying inside this cold lonely old place

And all the pain running though me every day

Coronavirus coronavirus when will you ever

Just go away and I cry for the loved ones who's sadly

Passed away and I'm still cocooning away and

Every day and I'm lost without you in my life and

The world has changed so much Coronavirus every

day in our life

And the darkness surrounds the world today

And it's so cold and painful every day and

I feel the chill up and down my spine every day

And our warm hugs and soft kisses

Have just all faded away and

Just like our loved ones fading away

And nobody to hold at night

And nobody to whisper I love you goodnight

And as a lonely tear rolls down my face

I try to smile and remember your beautiful face

As coronavirus has slowly taken you away

And I promise you all I'll love

And pray for everyone

Who's been suffering from coronavirus Every day.

David P Carroll

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