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Oshawa: The City That Refuses to Die

By Dale Jodoin

I've lived in Oshawa my whole life. My family came here in 1964, when my father got a job at General Motors. Like many others, he came for honest work and a chance to build something real. He didn't come for politics or promises he came because Oshawa was a place where you could work hard, raise a family, and take pride in both. He stayed, and so did I.

The Oshawa I grew up in was a different kind of city. King Street was lined with diners, barber-shops, and smoky pool halls. Some of them even had "no women allowed" signs, strange to think about now, but that was the way it was. The air smelled of oil and metal. You could hear the GM plant from blocks away, humming through the night. That sound meant stability. It meant a steady paycheck, a full table, and a reason to get up in the morning.

I worked downtown for years before retiring. I've seen this city in its glory days, and I've seen it when the silence after the layoffs felt like grief. When the plants slowed down, Oshawa was shaken to its core. Families struggled, businesses closed, and it felt like part of our identity had been lost. But Oshawa doesn't quit. We bend, we bruise, but we don't break.

Now when I walk downtown, I see a city finding its feet again. Cranes rise where old buildings once stood. The Bond-Simcoe Urban Square is nearly finished, bringing people back to the core. There are new cafés, art studios, and trails being built by the lake that connect us back to nature. The smell of engine grease has been replaced with the smell of coffee and hope. It's not the same city, but it's still home.

You can still feel the old Oshawa if you stop by the McLaughlin House or the Oshawa Museum. Those places remind us of where we came from the families who built this town with their bare hands, and the industries that gave them a reason to stay. It's not about who sat in city hall or what policies were passed. Oshawa has always been about the stubborn, hardworking, loyal people who don't give up even when everything around them seems to change.

That's what keeps this city alive. You see it in the small acts of neighbors helping neighbors, teachers staying late for students, volunteers handing out food with a smile. That's the real Oshawa. Not the politics, not the headlines, the people.

Sure, we've still got challenges. Homelessness, addiction, and high living costs are real issues. But we've faced worse before, and we always find a way forward. The new HART Hub will help, but real change will come from us from the same people who built this place in the first place.

And there's life here again. Durham College and Ontario Tech have filled the city with new faces and energy. The Convergence Festival paints the streets with color and music every summer. And now the Albany FireWolves lacrosse team is coming to town, bringing pride and excitement back to the Tribute Communities Centre. You can feel momentum again, quiet, but steady.

Some say Oshawa isn't what it used to be, and they're right. It's different now but that's growth. The factories built our bones, but the people built our heart. The city has learned how to change without losing itself.

When I walk by Lakeview Park and see kids riding bikes and families laughing near the water, I think about my father. He is proud. He sees that Oshawa still works, still grows, and still believes in itself. The sound may have changed, but the spirit behind it never did.

And before I close, I want to thank those who've helped keep Oshawa's story alive. Rick Kerr, City Councillor for Ward 4, believed in this city when others doubted it. He pushed for downtown renewal and never stopped fighting for progress. His persistence reminds us what real dedication looks like.


And to Joe Ingino and The Central Newspaper thank you for keeping Oshawa's voice strong. The paper has stood through the city's highs and lows, giving space to local stories and international news that affect us here at home. Joe's work reminds us that Oshawa isn't isolated from the world, it's part of it, shaped by it, and still proud to speak its truth.

That's what makes Oshawa what it is: persistence, pride, and people who care. We've never been the kind of city that waits for someone else to fix things. We roll up our sleeves and do it ourselves. Every time someone says we're finished, we prove them wrong.

That's why I think our motto should be simple: Welcome Home. Because no matter how much this city grows, it still feels like home. You can leave for years and still find your footing the moment you return. Oshawa bends, but it never breaks. It falls, but it always stands back up.

We've come a long way, and there's more to do. But growth isn't supposed to be easy, it's supposed to be earned. And if any city knows how to earn it, it's this one. Oshawa doesn't just survive. It endures. It remembers. And through every change, it remains what it's always been: the city that refuses to die.

Dale Jodoin is a lifelong Oshawa resident and retired downtown worker who writes about the people and spirit that keep his city alive. His words are published with appreciation to The Central Newspaper for continuing to share Oshawa's voice and the world events that shape it.



Four Words That Will Help You Get Hired: Features Tell, Benefits Sell

By Nick Kossovan

The selling principle features tell, benefits sell highlights that customers are driven by outcomes, not technical details. While a product's features describe what it is or does, its benefits explain why that matters to the customer. Successful salespeople focus on conveying the benefits of their products or services in a way that builds both practical and emotional connections.

Most job seekers refuse to acknowledge that job searching is a sales activity, which explains their prolonged search. A job seeker has one goal: to sell their value (benefit) to employers. Applying the features tell, benefits sell selling principle to your job search will significantly shorten it. Getting hired depends less on what you can do and more on the value you can contribute to an employer's profitability.

Start by identifying your features (skills, experience) and then explain how they offer a tangible benefit (value).

Feature: 15 years of delivering \$4 million+ projects under budget and on schedule.
Benefit: Projects are finished on time and within budget, resulting in cost savings (enhancing profits) and client satisfaction (recurring revenue).

Feature: Automated data collection and analysis processes, reducing reporting time from 7 hours to 1.5 hours.
Benefit: Executives can make decisions more quickly.

Feature: Delivered training to over 50 employees, raising performance metrics within three months by 15%.
Benefit: Increasing employee productivity eliminates the need to increase headcount.

LinkedIn Profile: Your 24/7/365 Online Presence

Your LinkedIn profile is how recruiters and employers discover you and assess whether you're interview-worthy. For these reasons, you should consider your LinkedIn profile more important than your résumé. Your LinkedIn profile and activity will either enhance or hinder your job search. Employing the feature-benefit approach throughout your profile is a game-changer.

"As a Sales Manager at Ziffcorp, I led a team of eight outside sales representatives for five years, consistently surpassing our annual sales target by at least 120%, resulting in a 15% year-over-year growth without additional marketing investment." This shows potential employers not just what you did, but also why it matters; what employer doesn't want growth without spending more on marketing?

Applying the feature-benefit approach throughout your profile is how you get employers to see you as a solution provider worth having on their payroll. Why would an employer hire you if they don't see an ROI from hiring you?

Résumé: Your Marketing Document

Like your LinkedIn profile, résumé is an opportunity to leverage features tell, benefits sell. As you should be doing throughout your LinkedIn profile, craft narratives that highlight your accomplishments and their impact. Avoid duplicating your LinkedIn profile; redundancy wastes valuable space that could be used to expound the benefits of hiring you.

"I oversaw Grubhub's marketing campaigns, which led to a 55% increase in lead generation from 2022 to 2024, eliminating the need to buy leads." Again, what employer doesn't want growth without incurring additional marketing expenses?

Cover Letter: Reason to Read Your Résumé

Not including a cover letter is lazy. I don't know a hiring manager who hires lazy. Using your cover letter to provide context around your features, the ones the employer is looking for (skills, years of experience) and explaining the benefits they offer, gives compelling reasons to read your résumé.

Don't just say, "I have five years of customer service experience." Instead, say, "Having worked in customer service for five years, I have developed a skill that enables me to resolve conflicts quickly. This has led to a 95% customer satisfaction rate, which correlates directly with customer loyalty and retention."

Name an employer that doesn't consider retention and loyalty essential for their business success.

Interviewing: The Sales Pitch

An interview is a sales meeting; therefore, a feature-benefit approach is a solid strategy. When asked about your experience, don't just recite your résumé. Use the opportunity to show how your features translate into tangible benefits.

Imagine you're interviewing for an account management position; don't just say, "I managed a portfolio of over 500 accounts." Instead, use the features-benefit approach: "I oversaw 547 accounts. While meeting the wants and needs of purchasers was my priority, I also ensured invoices were paid in accordance with the agreed-upon terms. As I'm sure you can appreciate, Nifty Snacks, being a wholesaler, constantly monitored how much each retailer was purchasing in relation to their ability to pay on time. Compared to my predecessor, I reduced delinquency by 45%, resulting in fewer accounts being sent to collections agencies."

Networking: Building Professional Connections

When you meet someone, consider your features and benefits as talking points. Instead of saying, "I'm a project manager," reframe it: "I'm a project manager who has successfully led cross-functional teams to deliver projects on time and under budget, saving my last employer over \$475,000." This not only creates a more engaging conversation but also leaves a lasting impression. Articulating your features and benefits makes you memorable.

By focusing not just on "what you've done" (features) but on "how it matters" (benefits), you transform your job search into a solid explanation of how you add value to an employer, an explanation few job seekers offer because they fail to understand that employers aren't interested in their features, but rather in the benefits of hiring them.

Nick Kossovan, a well-seasoned corporate veteran, offers "unsweetened" job search advice. Send Nick your job search questions to artoffindingwork@gmail.com.

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