



This Is Why The Central Is Number One Across The Region
Our Top Notch Local Columnist
Keeping You Informed





Canada used to be a country that got things done

By Dale Jodoin

Canada used to be a country that got things done. We built highways through rock, railways across frozen land, towns from nothing. We didn't stop because someone might be afraid of noise or dust. We worked, we built, we grew. Now, it feels like we've traded courage for comfort and backbone for bubble wrap.

Everywhere you look, someone's afraid of something. The left tells us to tremble at every tweet from Donald J. Trump, the current president of the United States. They say his name will terrify Canadians into silence, making them fear their ammo. And if you don't side with the left? You're labelled fascist, racist, or worse. The center is under attack from both sides while the country slowly fractures.

Look around. We're scared of words, jokes, fireworks, even history. People demand that everyone else stop doing what makes them happy just because someone might be uncomfortable. Life doesn't come with a comfort guarantee.

Take fireworks. Every July, a few voices demand their cancellation—because they rattle dogs, unsettle veterans, or trigger anxiety. Those are valid concerns. But the solution is not to cancel joy for everyone. If fireworks bother you, stay home. Don't take something meaningful away from thousands of others.

That's the deeper problem: we've become a nation afraid to offend. You can't build anything that way. You can't have free speech if everyone is terrified of it. When did we forget how to disagree without crying for someone to be silenced?

On university campuses, the culture's even worse. Students are screened for "triggering" words. Professors are censured for jokes that used to spark debate. We're training a generation more worried about being offended than about being resilient. What happens when life gives them something truly hard, without trigger warnings or safe spaces?

Here's the truth: fear has become a shield. It's easier to say, "I'm terrified," than to take responsibility. If someone says something you don't like, talk, debate, or walk away. Don't demand the world rewrites everything just so you'll never feel uneasy. Canada was built by people who faced fear, not by people who hid from it.

Immigration, once a symbol of hope, is being twisted into a tool of division. Immigrants came to build something together with us to enrich the country. Now politicians use immigration stories to pit one group against another. They whisper victimhood to some, blame to others. That's not unity. That's manipulation. It's quietly ripping the country apart.

We used to be one people, proud and united. Now we fracture into isolated groups, each one afraid someone else will speak. The loudest voices are treated like everyone's voice. The rest of us are just trying to keep the lights on, raise kids, and live in peace.

It's almost absurd. We live in one of the safest countries on Earth, yet act like we're on constant alert. Our grandparents survived wars, hunger, freezing winters. We stress over tweets.

If we keep living by everyone else's fear, Canada won't survive not in spirit. Fear shrinks people, kills joy, stops progress. The only cure is courage. And a little humour along the way doesn't hurt.

So here's the deal: if you're scared of something, fine. But don't ask the rest of us to silence our joy because of it. If you don't like what someone says, let it pass. If fireworks bother you, stay away. If politics makes you anxious, switch off the news.

Canada can be strong again. We just need to remember who we are: people with courage, hard work, and the freedom to speak our minds. We're not here to babysit fear. We're here to build a country. And if that offends someone well, maybe they should try being offended elsewhere. Written by Dale Jodoin newspaper writer and journalists



Job Seekers: Look to Those Who Are Getting Hired

By Nick Kossovan

This past August, I participated in a LinkedIn Live session with career coach Ruth Sternberg, titled Job Search Myths Shattered. In my closing remarks, I mentioned that even in today's challenging job market, people are getting hired every day.

High inflation, recession fears, and geopolitical posturing, such as tariffs, have many companies and industries operating in a state of fear, prompting them to question whether it's wise to be hiring. Even if you doubled Canada's national unemployment rate of 7.1% (August 2025) in order to satisfy those who claim unemployment is higher than reported, it would still show that over 85% of Canadians are employed, a positive data point. Another positive, though not to the extent job seekers would like, is that employers are still hiring.

Regardless of the state of the economy, the job market is constantly churning, creating job openings through promotions, terminations, resignations, retirements, and unexpected events such as deaths. The job market is neither inherently good nor bad. It's neutral. It's indifferent. It simply reflects the economics of business, showing where capital is flowing and why.

It's easy to find "the bad" when you're always looking for "the bad." For quite some time, companies have capitalized on the cost benefits of offshoring their jobs. As automation and artificial intelligence rapidly enhance their capabilities, companies are focusing on investing in technology that will reduce their biggest expense: labour costs. I believe we're witnessing the beginning of a future with a smaller workforce, where working for a business in the traditional sense will become less common, but let's wait and see what unfolds. For now, amid efforts to leverage technology to lower the number of employees, hence boosting profits—the core reason a business exists—hiring continues.

When you describe the job market as "bad" because your job search is taking longer than expected and you keep pointing to other job seekers facing the same challenges, you're signalling that you don't understand the economics behind business decisions. If you can't demonstrate that you understand the economic factors influencing business decisions, especially when it comes to hiring, why would a company trust you to help them make or save money? I get it; pessimistic and inflammatory posts about the job market and employers, which, by the way, discourage employers from contacting you, drive engagement. However, if your 'likes' and 'commenting for reach' aren't resulting in employers contacting you—which is probably the case—consider a different approach. Pay attention to what those who are getting hired are doing that you might not be doing or not doing to the same extent.

From what I've observed, those who are getting hired focus on a few key areas:

Following instructions
Quality applications stand out.

I'm not a fan of applying to online job postings alongside hundreds or even thousands of other candidates, making your application akin to a lottery ticket. Networking offers better odds; however, applying to jobs where you meet at least 90% of the requirements should still be part of your job search, as you never know when you might hit the jackpot. Therefore, to increase your lottery odds, follow the instructions!

Meticulously following instructions showcases your professionalism and willingness to adhere to directives. Carefully review the job posting. Identify submission requirements, such as document format (e.g., PDF), specific questions to address in a cover letter, or 'Reference Job ID #H587' in your email subject line. Your applications will get noticed more if you do what most job seekers don't: submit a quality application that dots all the 'I's and crosses all the 'T's. Submitting 2 - 3 quality applications daily and following up two days later, if necessary, is a much more effective job search strategy than the 'spraying and praying' method many job seekers use. Quality over quantity!

Connecting

Deny all you want; you won't change the fact that networking gives you a significant advantage by uncovering job opportunities that aren't advertised publicly. Job searching is a people-oriented activity, not something you do by hiding behind your keyboard and naively believing that engaging with people's posts and comments on LinkedIn will lead to forming meaningful professional relationships. Even in 2025, face-to-face interactions have much more stickiness than digital outreach efforts.

Those who are getting hired are circulating in the real world, grabbing every chance to connect with others; making eye contact, focusing on the person in front of them, and setting aside their ego, asking themselves, "How can I help this person?"

Connecting with others happens when you:

- Show genuine interest in the other person
- Are honest and authentic
- Ask thoughtful, meaningful questions
- Ensure the other person feels heard

Refusing to be a victim

People with a victim mentality tend to have a longer job search than those who do not. Social media, especially LinkedIn, has become flooded with job seekers feeling sorry for themselves. Those getting hired refuse to see themselves as a victim or feel sorry for themselves. Achieving success in your job search requires focusing on what you can control, such as networking and how you present yourself to employers, rather than dwelling on factors outside your influence, like the economy and others' behaviour. Although many job seekers didn't choose to be job searching, everyone can choose where to direct their focus and energy.

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



Mayor Ashe and councillor Shaheen Butt were honoured to attend the 2025 Fire Services Long Service Medal Investiture Ceremony, hosted by Pickering Fire Services and the Pickering Professional Firefighters Association. The ceremony recognized dedicated members of our fire service for their 20, 25, 30, and 35 years of outstanding service. Congratulations to all the recipients for their unwavering commitment, professionalism, and courage in keeping our community safe.