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# Generations all deserve the day off

Labour Day is designated as a statutory celebration and day of rest for employees.

As recognition for hard work all year round, we take Monday to celebrate, even though it originated as a demonstration day for worker's rights.

Our governments are so strict and regimented when it comes to rights, we don't really need the day to fight for them; instead, we need a day to relax as we all work too hard!

Preparing for today's article got me thinking about what we all have to do to earn a buck these days.

I often hear about how easy the younger generation has it compared to generation X or the boomers.

But, the generation Y's don't have it easier, they have it different.

When I think about the origin of Labour Day in 1872, with unions and strikes and the fight for basic workplace safety standards, I wonder what those workers would have thought of our generations from the past and today.

We have raised generation Y to do



**SHARLENE MASSIE**  
About Staffing

what they love, and if they are in a job they hate, get out!

We have taught them to volunteer, and believe in causes and respect for the environment.

We have insisted Y's have a life outside work, with friends and interests and family, not like the X-ers who have no life but work, it seems.

The boomer generation worked for security, to work in the same job for a lifetime and get to own a home. The X-ers work to retire one day, with no work-life balance.

Y's have grown up knowing technology will solve the problems, all of them, and if it has not been created

or invented yet, they will do that.

Labour Day is about fireworks, friends, camping and fire pits! All generations may have it different today than our predecessors, but isn't that a wonderful thing? We all

work hard and deserve the day off.

Sharlene Massie is the CEO of About Staffing Ltd., a dynamic personnel agency specializing in direct-hire and temporary placements. Questions for Sharlene? Visit the About

Staffing website at [www.aboutstaffing.com](http://www.aboutstaffing.com), and click on the link under the Sun logo. This article may be reproduced or transmitted if done so in its entirety, including this copyright line: Copyright 2012, by About Staffing Ltd., all rights reserved

## PROOF IT PAYS TO READ THE SUN.

### The Calgary Sun IS NOW ACCEPTING APPLICATIONS FOR: SALES & MARKETING COORDINATOR

The Calgary Sun is seeking a dynamic individual to excel at a newly created position within our Reader Sales & Service department.

The position will involve working closely with the Sun's Marketing team and the Reader Sales & Service sales team to generate increased circulation of our product both in print and digital. In addition, this position will steward our newly developed Club Red loyalty rewards program and manage our mass email marketing campaigns.

#### Key responsibilities include:

- Developing and marketing our Club Red reader rewards program
- Growing merchant participation in the Club Red program and managing communication of offers and promotions to our growing database via mass email marketing
- Execution and administration of bulk newspaper deals and promotions with local business and merchants
- Sales, administration and coordination of business to business group newspaper subscription sales
- Coordination of our Kiosk sales and promotions at various events and locations year-round
- Participate in development and execution of special promotional offers to increase circulation sales
- Work as a direct liaison between the Reader Sales & Service department and the Sun's Marketing department.

#### Qualifications:

A successful candidate will possess a skill set that features creativity, organization, business to business communication and has above average general computer skills and is adaptable to using different software applications. Newspaper industry or specifically newspaper circulation knowledge is not required but can be an asset. A candidate with a strong marketing background, or recent marketing education graduate will be good candidate for this position.

Interested applicants should send their resumes no later than September 20, 2012 to the attention of:

Ryan Popowich  
Director, Reader Sales & Service  
2615 12 Street NE, Calgary, Alberta, T2E 7W9  
or email: [ryan.popowich@sunmedia.ca](mailto:ryan.popowich@sunmedia.ca)  
Reference: Sales & Marketing Coordinator

NO TELEPHONE CALLS ACCEPTED We thank all applicants for their interest however only those selected for interviews will be contacted.

The Calgary Sun is one of Canada's leading daily newspapers, an equal opportunity employer and division of Sun Media Corporation, the largest newspaper publisher in Canada.

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## PROOF IT PAYS TO READ THE SUN.

### The Calgary Sun IS NOW ACCEPTING APPLICATIONS FOR: POST PRESS SUPERVISOR

The Calgary Sun, a division of Sun Media Corporation, is looking for a full-time Post Press Supervisor for their Production Department.

#### Job Requirements:

- Must be available for shifts between 5:00 a.m. and 8:00 p.m.
- Must have own transportation
- Good organizational and math skills are needed
- Some heavy lifting and repetitive work
- Supervisor skills for a fast pace environment are necessary

#### Skill Requirements:

- Telephone skills including etiquette and professionalism
- Excellent verbal and written communication skills
- Attention to detail and high level of accuracy
- Ability to work under pressure and handle multiple tasks
- Computer skills including word processing, spreadsheets and e-mail
- Time management skills
- General administrative and clerical skills including data entry, organizing and maintaining paper and electronic files and calendars

#### Please send resume and stating wage expectations to:

The Calgary Sun  
2615 12 St. N.E. Calgary, AB T2E 7W9  
Attn: Sheila Turner  
E-mail: [sheila.turner@sunmedia.ca](mailto:sheila.turner@sunmedia.ca)  
Fax: 403-250-4145  
Reference: Post Press Supervisor

NO TELEPHONE CALLS ACCEPTED We thank all applicants for their interest however only those selected for interviews will be contacted.

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