

# Demand for alternative heat increases business and employment opportunities

by Patricia Roy

RENEWABLE ENERGY



Shelley Cole, manager of Pete's Hearth & Stove Centre on the Old Summerside Road in Kensington, checks out the wood stoves they have for sale.

**P**eter Arsenault came to realize through his experience in his former job with a local propane company that there was a demand for propane fireplaces, stoves, barbeques and electric fireplaces. Five years ago, he decided to open **Pete's Hearth & Stove Centre**. "I started small and eventually added wood and pellet stoves to meet the demand," says Peter.

They moved the business to Kensington in the fall of 2007. "This location gives the business access to both ends of the Island. We now have much more visibility, along with extra display space for the units that we carry. The move has been good for business. It has been very busy, even in the summer months."

"Francis Somers, the co-owner, was a student who came here to do his on-the-job training while taking business courses," says Peter. "He became a co-owner about two years ago. Our three employees were all hired as a result of doing their on-the-job training at the store."

## Employment opportunities

Store manager **Shelley Cole** says there may be future employment opportunities with the business. "We will likely need at least one **Service Technician** in about a year and possibly one **Office/Retail** employee."

## Service Technician duties and training

Two Service Technicians are employed at Pete's Hearth & Stove Centre. A sub-contractor is also used to install the propane and pellet stove units.

The Technicians install the propane and wood fireplaces and the pellet and wood stoves. They also do maintenance work.

"All Service Technicians need to have a **Wood Energy Technology Transfer (WETT) certificate** and a **Licensed Propane Gas certificate**," says Shelley.

WETT courses train those who install and maintain wood energy products, and those who conduct inspections of wood burning systems. Courses are available in Moncton, N.B.

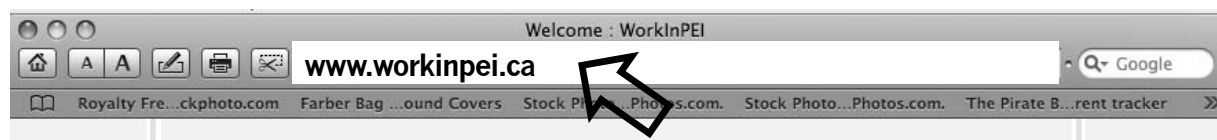


For more information about **Wood Energy Technology Transfer certification**, visit [www.wettinc.ca](http://www.wettinc.ca) or contact **Norma Bourque** at [nb.courses@wettinc.ca](mailto:nb.courses@wettinc.ca)

For more information about **Pete's Hearth & Stove Centre**, call **836-5159** or visit [www.peteshearth.com](http://www.peteshearth.com)

# First recruitment and selection website of its kind on PEI

Submitted by *Detry Carragher, Certified Human Resource Professional (CHRP) and owner of Streamline Consulting in Charlottetown*



**T**o improve the odds of a better hire, we have recently launched a website called [www.workinpei.ca](http://www.workinpei.ca). It offers a new approach to recruitment and selection for Island businesses.

Applicants will no longer need to customize and prepare the traditional résumé or cover letter when they want to apply for a job. They will be asked to identify their employment and educational background, and then they complete the first interview on-line.

[www.workinpei.ca](http://www.workinpei.ca) is the first on-line recruitment website on PEI that communicates directly with potential applicants. The website adds to the screening process to ensure an even better fit by offering reference checks, assessments, criminal background checks, education verification, and credit checks.

## Did you know?

Based on a recent Gallup Poll survey, up to 80 percent of workers are at some level of disengagement in their work. How can employers change this?

To find out what has led to this startling statistic, employers need to look at different aspects of the employment relationship. One of the first steps is to reflect on how they hired the people currently in their organization. Hiring someone based on the traditional résumé and interview does not always result in hiring a top performer. A poor fit with the job, the manager, the organization, or the team are some of the factors that can lead to disengagement.

## Fish where the fish are

Employers say they can't find workers, and potential employees say they can't find jobs. Where is the disconnect?

90 percent of employers who advertise job openings in the newspaper run the ad for one Saturday only. This method may not effectively reach the employer's target audience. Organizations need to have a recruitment strategy with more than one approach. People are getting more and more of their information on-line. Find out where your target audience is getting their information and be involved in on-line conversations to attract top candidates.

## Only 14 percent of traditional interviews successfully identify the best people for the job

Organizations tend to hire based on the 'what' factors such as employment and education. Sooner or later they discover they should have also identified 'who' they were hiring by finding out more about their attitude, thinking style, and other factors. When employers hire based on the interview alone, they may not be getting the person they think they are getting.



Detry Carragher launched a new website. Only PEI employment opportunities are posted. Employers pay a fee for posting their jobs on the website. There is no cost or registration required for job seekers.

Résumés and interviews do not always reflect the real person. Applicants have been trained to produce the perfect traditional résumé, and they've been coached to answer typical job interview questions. Interviews alone are a poor predictor of future performance on the job.

## Tips for employers

- Poor hiring practices may be one of the root causes of a disengaged workforce. Evaluate your hiring process and consider new approaches to recruitment and screening.
- Develop more than one recruitment strategy and measure your success in finding top performers.
- Plan ahead. Engage in conversation with potential candidates before you have a job opening.
- Share information with the public about who you are as an employer.
- Go online and create an employment brand for your organization.

## Directions for job seekers using the site

The application process gives you the opportunity to share information about your work history, education, and salary expectations. It also includes questions customized for each position. As a follow up to your application, the employer will conduct a brief telephone interview to clarify information provided on your application. The employer may decide to use other assessment tools before the face-to-face interview. These steps ensure that the placement is right for you and the employer.

To stand out from other candidates, you can also submit a video application that will be advertised for free on the website. [www.workinpei.ca](http://www.workinpei.ca) links information about PEI employers through websites such as **YouTube**, **Flickr**, and **Blogger**.