



Computer simulations of front-end loaders, excavators and bulldozers, supplied by Dexter Construction at the InspirationWorx career fair in Truro on Tuesday, provided hands-on, interactive activities for participants such as Jordan Haverstock of Stewiacke.  
 HARRY SULLIVAN – TRURO DAILY NEWS **APRIL 18, 2012 p.3**

# InspirationWorx job fair offers loads of opportunities

*More than 400 people attend event to check out a variety of career choices*

**By HARRY SULLIVAN**  
 TRURO DAILY NEWS

**TRURO** – Jordan Haverstock got so caught up in working the controls of a simulated front-end loader, he didn't even realize a line-up had started to grow behind him.

"I'm here today to see if I want a trade because that is one of my goals in life," the 16-year-old Stewiacke resident said, after checking out the Dexter Construction booth at the InspirationWorx job fair in Truro on Tuesday.

"I want to be on the big rigs like trucks, loaders," he said.

The computerized simulators and another mechanical model of an excavator proved to be one of the most popular booths at the annual fair, but it certainly wasn't the only attraction.

In all, 44 companies, businesses and other employers had displays on hand, and organizer Tara Firth of Truro's FutureWorx said more than 400 people showed up check out the various displays and make inquiries about potential jobs and career opportunities.

"I think it's gone really well," Firth said near day's end. "I've just actually

been in talking to our exhibitors and they've been pleased with the organization and sort of the flow and they've had some interest in their booths," she said.

"I think I'm really satisfied with the day. When I went around to the booths ... so far they said it was quite favourable, they liked the venue, they liked the way it was laid out and organized, and I even had one comment on how they really liked how they were treated as exhibitors. So I'm pleased with that, that they're happy because that's how we're going to get exhibitors coming back again."

Two really popular attractions at the fair, outside of the job booths, were Bruce Croxon, one of the panelists from the CBC television show Dragons' Den, and a performance by Juno-nominated singer JRDN (Jordan Coucher) of Nova Scotia.

"I know Jordan was really, really popular with the kids," Firth said. "They were very excited and there were a lot of hugs given out."

For Diana Read-Miedeema, owner of Simply Financials on Willow Street, however, Croxon, was her highlight of the day.

"I love Dragons' Den and I've been watching it for years," she said,

moments after presenting Croxon with some gifts, including specially made fly-fishing hooks created in the gold and orange colours of the Dragons' Den logo. Jamie Caddock of Chasing Silver created the hooks in Truro.

"So he was very delighted and that makes me very delighted," she said.

As a financial coach, Read-Miedeema also had a booth at the fair. And she certainly didn't pass up the opportunity to make her own personal pitch to Croxon.

"I've actually asked Bruce to give me business for Dragons' Den," she said. "I would be very, very good for all the newbies that are coming on Dragon's Den. I can help train them and teach them and set them up so the books are accurate."

In keeping with the job fair, itself, however, Andrew Meldrum, 19, of Truro said he was pleased with the booth selection as he expressed interest in a variety of career possibilities, ranging from construction to massage therapy to the field of mental health.

"I enjoy it, it's pretty good," he said. "There are a lot of them ... I'm interested in a lot of things."

# Television 'Dragon' offers kudos to Truro garment maker

By HARRY SULLIVAN  
TRURO DAILY NEWS

**TRURO** – Lets's get one thing straight, right off the hop.

Budding entrepreneurs hoping to pitch their product to the CBC television show *Dragons' Den* better not try to do it with underwear.

"Some of you might not know, but those of you that watch the show would know, I'm a true, die-hard Stanfield's man," dragon Bruce Croxon told a Truro audience on Tuesday.

"So we get a lot of underwear pitches on the show, as you might know, right. And those are easy for me. I say, nope, I'm a Stanfield's man. No sense pitching me any fancy underwear with different pouches and feels this and that, I'm a Stanfield's man."

Speaking to participants of the InspirationWorx career expo at the Bestwestern Glengarry, Croxon held up a pair of Stanfield's briefs, as he praised the virtues of the Truro garment maker.

Presented to him as a gift by a local businesswoman and fan Diana Read-Miedema of Simply Financials, the underwear served as prop for Croxon to layer kudos to a company he obviously believes is top drawer.

"They're going to bury me in these things by the way. I'm not going to be burned, I'm going to be buried in Stanfield's," he said, prompting laughter from the audience.

Croxon made his initial fortune as one of four people who created the match-making company Lava Life when it was sold in 2004 for \$180 million.

Since then, he has gone on to serve as business partner, CEO and

chairman of various entrepreneurial ventures and charities.

Croxon became a household fixture for many after joining the set of *Dragons' Den*, a television show in which aspiring entrepreneurs pitch their business concepts and products to a panel of Canadian business moguls, who then decide whether they will invest their own cash into the sometimes dubious offerings.

Long a fan of Stanfield's underwear, Croxon said he had previously been aware the company was from Nova Scotia, but did not know it is located in Truro, until his trip here.

"In case anyone isn't aware, he could offshore those jobs tomorrow ...," Croxon said, of company president Jon Stanfield, with whom he had coffee on Tuesday morning and to whom he extended obvious admiration as a successful businessman.

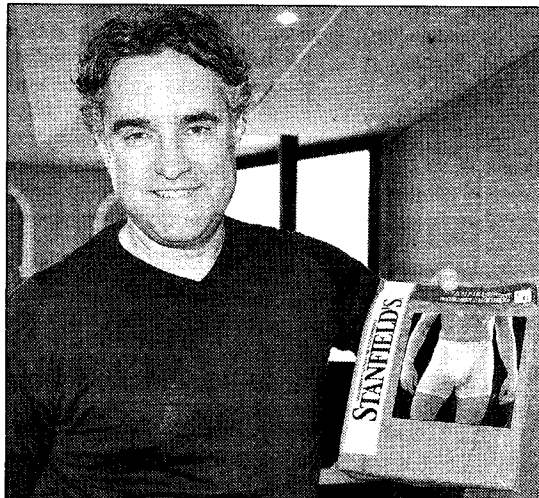
"He's keeping the jobs in Canada, it's a Canadian company providing jobs for Canadian workers, making a good product. The buyers of the big department stores aren't giving him enough credit for that, they're grinding him on price. Gotta support companies like that, right?" he said.

"It's a Canadian company. Fantastic company, can hold our head with any company in the world. Very proud of Stanfield's."

As far as the overall secret to business success, however, Croxon told his audience it all comes back to mom.

"... the secret to everything is to have a mother that rides your ass," he said, to the glee of the audience. "That's how you get started, as simple as that."

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"I'm a true, die-hard Stanfield's man," Bruce Croxon, of the CBC television show, *Dragons' Den*, told an audience Tuesday during the InspirationWorx career expo in Truro. He received a pair of briefs as a gift from a fan.

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