

White City & Emerald Park

AUGUST EDITION, 2023

Community Newsletter



Editorial credit:
DinosArt / Shutterstock.com

Barbie isn't just a movie star now – she's also a virtual social media influencer

The explosive public response to the upcoming Barbie movie starring Margot Robbie and Ryan Gosling demonstrates the sheer power of nostalgic marketing for contemporary consumers.

The Barbie movie made headlines last summer over its hefty US\$100 million budget. Part of this budget went into its decadent set, which reportedly contributed to a global shortage

of pink paint, as well as a massive marketing push that has seen partnerships with Airbnb, Xbox, Forever 21 and a multitude of other brands in numerous sectors.

Branded characters and mascots like Barbie are tied to powerful childhood memories for many. Yet in the age of the metaverse these characters aren't remaining dolls or television characters. They're

also becoming social media influencers.

Barbie does it for the 'gram

Barbie was developed by Mattel in 1959 in the form we know her best — a physical doll. Since then, there have been a series of Barbie's never-ending iterations, including in digital form.

Barbie's virtual presence first began on PC games in the early 2000s. She now

exists as a virtual persona on commonly used social media platforms. There, she interacts in real-time with followers through posts and comments.

Most notably, an animated version of Barbie began vlogging through YouTube in 2015, sharing advice about life and introducing subscribers to her closet. She also takes part in the latest trends on TikTok.

- Continued on page 2

Find The White City - Emerald Park Newsletter online at the Town of White City and RM of Edenwold websites

SUPPORT LOCAL *with*



We're giving away gift cards to your neighbourhood businesses when you book a service call with us!

Call 306-522-0050 for details



Group of Companies

Barbie isn't just a movie star now – she's also a virtual social media influencer

- Continued
from page 1

Barbie currently has 11.4 million subscribers on YouTube, 2.4 million followers on Instagram and 1.1 million on TikTok. This ranks Barbie among the most successful virtual influencers in the world.

What are virtual influencers?

Virtual influencers are computer-generated personalities who exist through social media profiles to generate followers. They act just like human social media influencers in many ways. For example, they endorse products through stylish lifestyle posts and dance in viral TikTok challenges.

Virtual influencers can make just as much money — or more — as human influencers on social media. In 2021, America's first virtual influencer, Miquela Sousa, made around USD\$11 million through brand endorsements.

Lil Miquela describes herself as a 19-year-old Brazilian robot living in Los Angeles who supports causes like climate activism and Black Lives Matter. But the company behind her creation, Brud, is tight-lipped on the creative and cultural labour that has gone into her identity and activities.

Brud generates and maintains other virtual influencers as well. In 2018, their newest launch — Bermuda, a virtual influencer presenting as a young white female Trump supporter — grew upwards of 50K followers when she "hacked" into Lil Miquela's Instagram account and proliferated her own posts to the influencer's audience.

The timing of this stunt was notable, as it success-

fully demonstrated Brud's viral buzz-building capacities while it was working to secure funding from investors.

Research finds that these virtual characters receive almost three times more

engagement than human influencers. Engagement rose exponentially.

In these ways, virtual influencers represent distinct storylines and personalities which imitate racial identities, genders, sexualities

cases, infamy, characters like Barbie and Colonel Sanders represent a unique subset of virtual influencers.

As brand mascots-turned-influencers, they have a decades-long start on representing themselves and relating to the public. Moreover, they represent a company's messaging in the form of familiar figures.

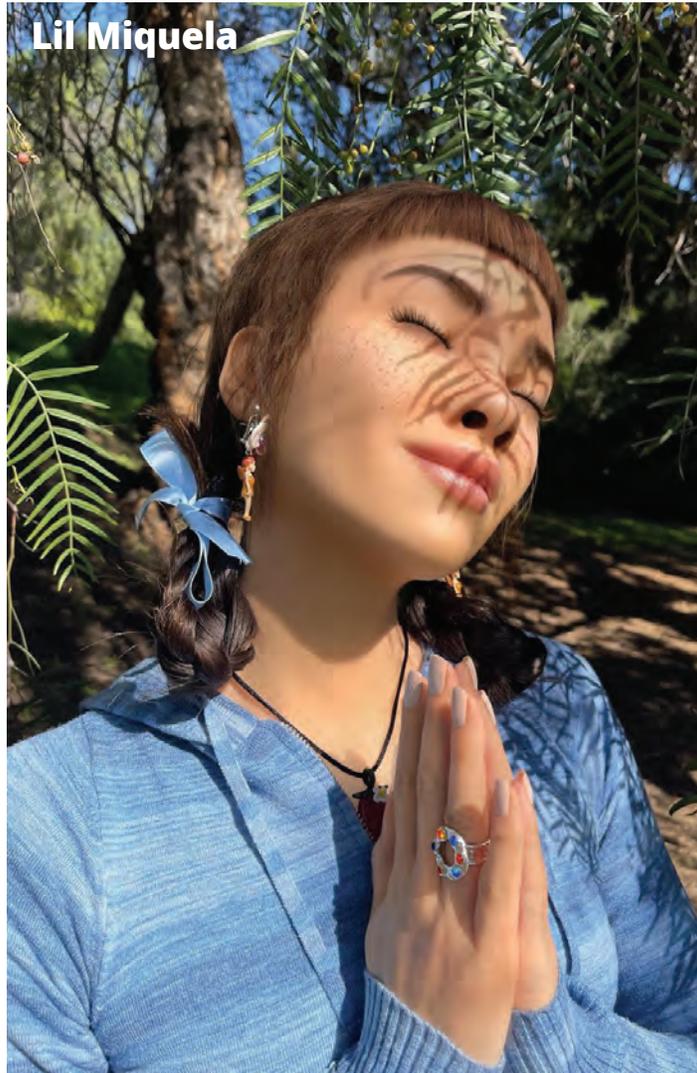
Large conglomerates have a vested interest in turning public opinion to profit-driven objectives. As such, brand mascot-influencers take on new and highly potent forms of power to share specific messages in different ways, sometimes to entirely new generations of consumers.

Virtual characters are now paired with chatbot technology to allow more conversational and human-like dialogue. When profit and public good come head-to-head, disinformation and privacy concerns can be potential consequences of such personalized storytelling.

In South Korea, users of the visual chatbot Iruda found that their intimate statements and details were illegally saved to the chatbot's database and recycled for other conversations, resulting in numerous privacy breaches.

Iruda, a volatile large language model AI, was characterized as a harmless and attractive young woman in her 20s who is friendly and always open for a chat.

Mattel allows users aged six and older to converse with Barbie through Amazon's Alexa. Young users on social media apps like TikTok are also encouraged to



engagement than human influencers — in the form of likes, comments, shares and follows that a profile may generate through posts and videos.

They also have the potential to generate lucrative curiosity in pop culture and news media. In 2019, KFC redesigned Colonel Sanders as a "hot" 2.0 version of himself, posting on Insta-

and political inclinations. Their digital activities can — and do — generate tangible income and marketing benefits for their creators without the involvement of human influencers.

When brands turn into fictional influencers

While original characters like Lil Miquela and Bermuda are used to build their own following and, in some

- Continued on page 8

NEVER STOP

BELIEVING IN PRINT ■



POSTERS • PAMPLETS • EVENT TICKETS • BUSINESS CARDS • CATALOGUES
PROMOTIONAL ADVERTISING • BANNERS & SIGNS - WE PRINT IT ALL



40 Years of Excellence
"One of Saskatchewan's Best Managed Companies!"



Serbu Sand & Gravel Ltd. Provides
All Types Of Excavation Services

- Concrete Removal
- Bobcat & Mini Bobcat Service
- Basements
- Track Hoe
- Snow Removal

Proudly serving Regina and surrounding area

781-SAND (7263)
781-4595

Email: nathans@sasktel.net
Website: www.serbu.ca

Suppliers Of:

- Fill Sand & Dirt
- Sand & Gravel
- Mortar Sand
- Top Soil & Manure
- Quality Aggregates Produced and Supplied Directly From Us To You!



4 ways to help your kids keep up in school this year

Nelson Education's Edwin, which allows kids to browse an extensive catalogue of content to find out more about what interests them.

Highlight the fun in learning. Being a successful learner starts with having a positive attitude. Show kids that learning can be fun and exciting by thinking of ways to turn research into a game. Reward them with inexpensive prizes or more play time. Chances are, the more fun children have learning, the more they'll want to seek out new information and grow.

Allow your child to teach you. Challenging your kids to take the information they learn and apply it to everyday life is a great way to enhance understanding,

while also helping identify areas for improvement. Encourage your kids to tell you what they've learned. Support your child as they navigate new information and help them learn by asking questions they may not have considered. This will foster even more learning and help familiarize your child with collaborative student-teacher relationships.

Digital learning tools are rapidly evolving classrooms. By embracing this new way of learning, both at school and at home, you can help your kids excel.

Find more information on modern classroom technology at edwin.nelson.com.

www.newscanada.com



We all want our children to succeed, but sometimes it's important to take a step back and encourage kids to set their own course, learning new skills and information on their own.

As classrooms become increasingly digital, children can now go beyond traditional classroom resources, learning more about anything they want with a simple click of the mouse.

With this in mind, here are

a few easy ways to help your child be an independent, curious learner in the digital age:

Create chances to safely explore at home. Pose questions to your kids about what excites them and encourage them to learn more about that topic on kid-friendly, trusted websites. That way, they will already feel comfortable with new digital learning platforms at school, such as

ERES Community Council (ERESCC)

2023—2024

Kindergarten Registration

Emerald Ridge Elementary School is accepting registrations for the 2023-2024 school year. Any child who will be five years of age by Dec. 31, 2023 is eligible to register for Kindergarten for the fall of 2023. The link to register your child is on the ERES webpage under **Quick Links — Kindergarten On-line Registration Form**.

If you wish, you can contact the school office at emeraldridgeschool@pvsd.ca and we will email you the registration form. Early registrations assist ERES to plan for the upcoming school year.

First Day of School for Students:
TUESDAY, SEPTEMBER 5th

Do you have Extra Bottles and Cans taking up space in your garage?

Learn how you can help us fundraise. The funds received from your donation to SARCAN will be used for our school's learning improvement plan initiatives.

Check out the ERES Facebook page for more details at: www.facebook.com/EMRidge/

Next ERESCC Meeting
Tuesday, Sept. 12th @
6:30 pm in ERES library

All parents are encouraged to attend as your input and ideas are welcome and valued.



SAVE TIME AND ORDER YOUR SCHOOL SUPPLIES ONLINE: AT: www.schoolstart.ca



School Start
Back to School with School Start



Link can be found on the school website or at: www.emeraldridgeelementaryschool.entripyshops.com



MEET YOUR TEACHER & DROP OFF YOUR BACKPACK
Thursday, August 31st 5:30 p.m.—6:30 p.m.



A hearty and healthy plant-based sandwich for back-to-school lunches

Do your kids complain that the standard lunch options you serve are boring? Add this plant-based sandwich recipe that uses sprouted whole grain Silver Hills bread to your lunch lineup for a tasty alternative.

Swapping regular sandwich bread for a sprouted grain option, means more fibre, protein and minerals to keep kids powered up throughout the day.

Chickpea and Avocado Sandwich

Prep time: 15 minutes Makes: 4 Sandwiches

Ingredients:

- 1 small or ½ medium red onion
- 1 - 3 celery ribs, depending on size
- 2 - 4 dill pickles, optional
- 15.5 oz (435 g) can chickpeas, drained and rinsed
- ¼ cup (60 ml) vegan mayo
- ¼ tsp (4 ml) garlic powder
- salt, to taste
- ground pepper, to taste
- 8 slices Silver Hills Bakery's The Big 16 sprouted whole grain bread
- 2 large avocados, peeled and pitted
- 1 tbsp (15 ml) lemon juice
- vegan pesto, to taste
- 2 medium tomatoes, thinly sliced
- 3 jalapenos, seeded and sliced

Directions:

1. Mix red onion, celery and dill pickles in your food processor and pulse until ingredients are roughly chopped. Scrape down the sides as needed.
2. Add chickpeas to food processor. Continue pulsing until ingredients are thoroughly combined. Again, scrape down the sides when necessary.
3. Add vegan mayo, garlic powder and salt and pepper. Process until mixture is blended to a smooth and spreadable consistency. Taste and adjust seasoning as needed.
4. Toast your sprouted bread slices.
5. Combine avocados and lemon juice in a bowl. Mash and mix to desired consistency with a fork.



6. Spread 2-3 tablespoons (30-45 ml) chickpea mousse on one slice and 1-2 tablespoons (15-30 ml) avocado mash to the other.
7. Dress with jalapenos and tomato slices.

Tip: Any leftover filling will keep in an airtight container in the refrigerator for about 5 to 6 days. Stir before serving.
www.newscanada.com

MADERA
KITCHEN + BATH

[free in-home consultation + measure]
with no obligations or commitments

[cabinetry + furniture]
[local + experienced]

we also provide 3D renderings of every project so you can truly visualize your space!

Call Ethan in White City!
306.530.5466
maderakitchenandbath.com

Talking to kids of all ages about personal safety



2023 PROGRAM

January 11th and February 8th are Virtual Meetings only!

- Jan. 11th** From Canola Field to Field of Dreams - Developing an Acreage – Jeff Holland & Bob Baker
- Feb. 8th** Bulbs - Care, Planting & Storage - Helen Shook - UofS
- Mar. 8th** Love Your Veggies – Renee Kohlman, Saskatoon
- Apr. 12th** Planning a Community Garden - speaker TBD
- May 10th** Roses - Tough Guy or Princess - Sheila Bonneteau
- Jun. 14th** Growing Grapes in the Prairies – The Collective WCGC Experience
- Sat. July 15th** 2023 WCGC Garden Tour
- July & August** Summer Wine Wednesdays – Members only events
- Sept. 13th** Unusual Plants to try - Helen Hugh
- Oct. 11th** Fermented Foods - Back to Your Roots, Regina
- Nov. 15th** Holiday Social & AGM

Do you want to join? It is easy:

- Complete a membership application available at: <https://whitecitygardenclub.weebly.com>
- Scan and email it to wccg2011@gmail.com
- Send an e-transfer for your membership fee (PW Membership) to wccg.communications@gmail.com, or
- mail the application and a cheque to: White City Garden Club, c/o Arlene Janzen, Box 541, White City, SK, S4L 5B1



Your child's safety is your priority from the day you first bring them home until long after they've left the nest. And as kids grow more independent and spend more time unsupervised, parents and caregivers must learn to have meaningful and open conversations on personal safety topics when they can't be there to protect them. Here are some tips:

Set boundaries

If your children openly communicate their needs and wants, they are old enough to understand basic safety lessons. This could include dangers inside and outside the home like getting burned by the stove or scalding hot water, and how to safely cross the street. Setting safety boundaries for your children changes with age and is ever evol-

ing. For example, when appropriate, get them to memorize a parent or guardian's phone number to reach out to in an emergency. You can also chat with them about the importance of being cautious when interacting with strangers, both in person and virtually.

Discuss physical safety

If your kids have decided to move out, explore the workforce or pursue post-secondary education out of town – there are some steps they can take to protect themselves when they're on their own.

If they will be living alone or in a dorm, make sure they know where all the exits are and where to locate the building's emergency plan. If they are living in a rental property, portable smoke and carbon monoxide

detectors are small investments for added peace of mind.

A personal mobile phone for emergency use is a common way to help stay connected, however, most campuses also have well-marked emergency phones to use in the event someone is being followed or harassed. Public transit systems often have designated safe waiting areas as well.

Talk about human trafficking

While many people think of human trafficking as an issue that doesn't happen close to home, every year Canadians across the country are taken advantage of and exploited for sexual or labour purposes.

Teach your kids about what human trafficking is

and what traffickers may do. Some traffickers may isolate kids from friends and family, pressure them into providing services to earn love, pay back favours or gifts, or to show gratitude. Traffickers may even show romantic interest or offer fake job opportunities.

If a job offer sounds too good to be true, it may well be. A legitimate job offer will clearly state the wages, hours and expectations. Further, teach your kids to never hand over their passport or other personal documents to anyone.

Support is available 24/7 through the hotline from the Canadian Centre to End Human Trafficking at 1-833-900-1010. Find more information at canada.ca/human-trafficking.

www.newscanada.com

Quilt Sew Fine

Are You Our Newest Member?

TUESDAY, SEPTEMBER 5 • DROP-IN 10:00-5:00 PM

WHITE CITY COMMUNITY CENTRE

Every other Tuesday from September to June



Drop-in anytime between 10am-5pm and stay as long as you like. Bring your own sewing project, sewing machine, sewing tools & a small iron if needed.

Our group is open to anyone who enjoys sewing!

We have members at all levels in our warm and inviting group.

.....

For more information contact

Susan at 306-550-4211 or

Gina at ginascustomquilts@gmail.com

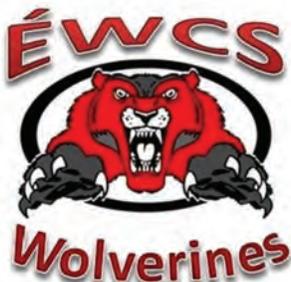
@Quilt Sew Fine

Happy Summer to all our students and families! We look forward to welcoming you back on September 5, 2023!

KINDERGARTEN REGISTRATION 23/24

Contact the school at ecolewhitecityschool@pvsd.ca or 306-781-2115 if you have a child turning 5 by December 31, 2023.

Working Together For Success | Travaillons Ensemble Pour Réussir



PVSD is always looking for those who are seeking part time employment as bus drivers! Check out their website to apply pvsd.ca!

IMPORTANT DATES

Sep 5	First day of school!
Sep 30	Day for Truth & Reconciliation
Oct 9	Thanksgiving – school closed
Oct 23	Non-student day

Don't forget Wolverine Wednesdays!

Online: <http://whitecity.pvsd.ca/> click the "SCC" menu

Phone: 306-781-2115

ÉWCSCC on Facebook: <https://www.facebook.com/EWCSCC>

Barbie isn't just a movie star now – she's also a virtual social media influencer

- Continued from page 2

engage with Barbie through likes and comments. A 2020 study estimated that 30 per cent of users in the United States were younger than 14. Algorithmic technologies are being marketed as friendly, familiar characters who have already established trust with young consumers.

Barbie exemplifies a growing trend of companies personifying their brand mascots as virtual influencers on social media platforms. In this form, she possesses a unique power to influence opinions, emotions and buying trends for corporate profit.

Meanwhile, there are currently no regulations which demand transparency from those who communicate on behalf of virtual influencers and guardrails in case

of harmful or incorrect dialogue.

In January, Meta revealed plans to construct the first-ever ethics guideline for virtual influencers. Yet as internet researchers Tama Leaver and Rachel Berryman note, the scope of this guideline is very limited.

To account for the growing activities of virtual influencers today, greater awareness and consideration of policies which govern virtual influencer creation and activity production — particularly for those with deep storylines from the analog age — are essential.

Jul Parke

PhD Student in Media, Technology & Culture, University of Toronto

THE CONVERSATION



The White City Public Library Branch is located in the White City Community Centre, 12 Ramm Avenue East. Online at www.southeastlibrary.ca. Drop by or give us a call 781-2118.

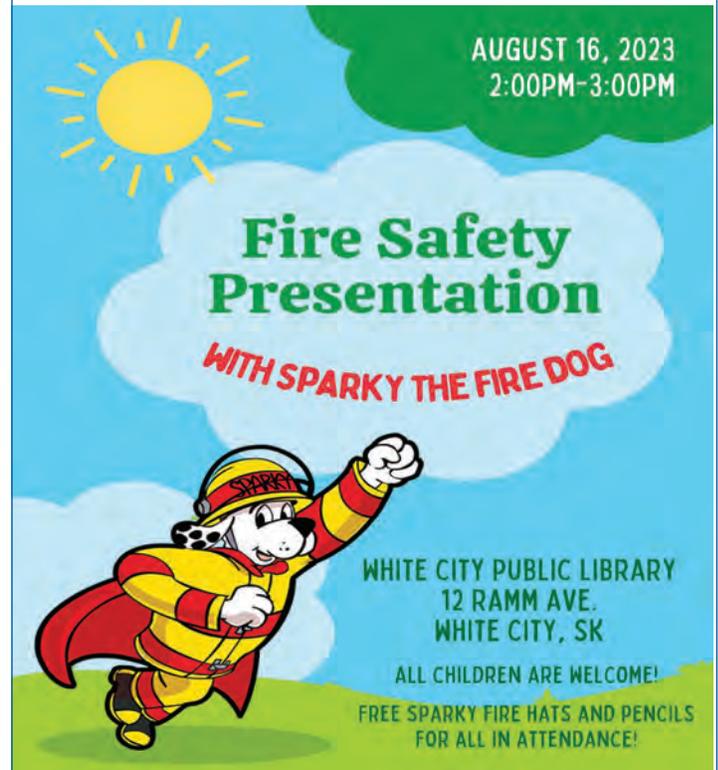
LIBRARY HOURS:

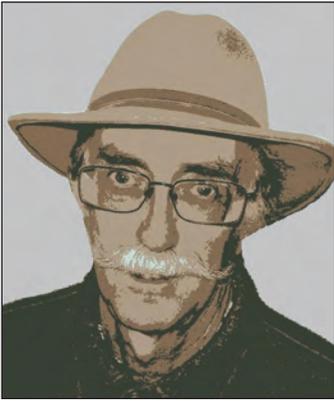
Monday - Wednesday 12:30-4:30 & 5:00-8:00 pm
 Thursday - Friday 9:30 am-12:30 & 1:00-5:00 pm
 Saturday 9:30 am-12:30 & 1:00-3:00 pm

We will be closed on August 7th for Saskatchewan Day.

Visit us – [f](#) White City Public Library Branch [t](#) WhiteCityLib
AUGUST 2023 PROGRAM & EVENTS CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Nature Bingo Activity sheets available	2	3	4 Summer Reading Club 10:00-11:30 AM Ages 5-12 Please register	5
6	7 Closed for Saskatchewan Day	8	9 Marble Run 2:00 PM	10 Stay & Play 10:00 AM Ages 0-4 years	11 Summer Reading Club 10:00-11:30 AM Ages 5-12 Please register	12 Code & Go Robot Mouse 10am to 2 pm
13	14 Marble Run 2:00 PM	15	16 Fire Safety with Sparky Fire Dog 2-3 pm	17 Stitch, Make & Chat 1:30 PM	18 Summer Reading Club 10:00-11:30 AM Ages 5-12 Please register	19 Marble Run 10am to 2pm
20	21 Code & Go Robot Mouse 2:00 PM	22	23 Marble Run 2:00 PM	24 Stay & Play 10:00 AM Ages 0-4 years	25 Summer Reading Club 10:00-11:30 AM Ages 5-12 Please register	26 Code & Go Robot Mouse 10am to 2 pm
27	28 Marble Run 2:00 PM	29	30 LEGO Club 2:00 PM	31 Reading contest Deadline		





Off the Beaten Track

- By John Panter

in Balgonie, shared with the Town of Balgonie. The cab of the works superintendent's truck was probably considered as additional office space.

Councillors in those days were definitely "hands on", doing a lot of the work that municipal employees do today. The modern council is supposed to be a group of policy makers only, leaving the administration and employees to carry out those policies. Mitch Huber has been in the Reeve's chair throughout the transition.

It hasn't always been smooth sailing, of course. The recent experiment with a Chief Operating Officer was a disaster but when that became apparent Mitch Huber recognized it and pulled the trigger.

It's fair to say that I have had run-ins with the R.M. council, in the pages of this publication and in-person as a one-man delegation to Council over some issue or other. Throughout those last eleven years Mitch Huber has been unfailingly polite and courteous to me, never taking offense at any of my criticism, and at times even bending the rules to allow me to say what I had to say.

So now there will be a by-election to choose a new Reeve and the transition to the modern theory of municipal governance will be complete. The new Reeve will not have Huber's encyclopedic knowledge of every road and culvert, every gravel pit and the amount of remaining gravel, the inventory of every

piece of municipal equipment and the amount of life left in it, and a pretty good recollection of every council decision ever made.

There was a mid-point in time between councillors sitting around a pot-bellied stove, eating crackers, discussing whose road needed grading, and the modern rule by administrators. Mitch Huber found the sweet spot between these two theories of municipal governance. More municipal staff will be required now to keep track of what he has stored in his memory banks, and that will be reflected in increased taxes.

Enjoy your retirement Mitch. I'm betting that municipal politics will look

pretty good to you from the cab of a tractor.

*Call me if you disagree.
569-2345 or
emeraldcity158@gmail.com*





LESSONS FOR ALL AGES & LEVELS

Free Guitar WITH ALL GUITAR LESSONS

GUITAR ♦ VOICE
PIANO ♦ UKULELE
MANDOLIN ♦ VIOLIN
BANJO ♦ KEYBOARD
DRUMS ♦ BASS

IN-HOME LESSONS IN
WHITE CITY & EMERALD PARK

Give the Gift of Music

GIFT CERTIFICATES AVAILABLE FOR CHRISTMAS

For more information call
306-924-4444 or 306-586-5023
Visit us online custommusiclessons.com
or email info@custommusiclessons.com





Family travel must-haves

Greenwood Davis recommends tuning into an audio-book. "When we go on long road trips, audio books are a must. My family loves the classics; we listened to Charlotte's Web when the boys were little, and are now enjoying favourites like Lord of the Flies and To Kill a Mockingbird."

Make it an adventure. The key to keeping the little ones entertained while away is often in the little things. Greenwood Davis suggests the Zinc Flyte Scooter Suitcase: a compact piece of cabin-sized luggage that converts into an on-the-go scooter. "This suitcase is the perfect mix of

fun and functional. It offers tons of room for all of your kids' stuff and is a super fun way for them to get from point A to point B."

Game on-the-go. For long trips, there's no better entertainment than video games. For the ultimate in on-the-go gaming, Greenwood Davis recommends Nintendo Switch, a video game system that you can play at home or pick up and take with you wherever you go – making it the perfect travel companion. "My whole family loves the system. We take it with us on vacation, knowing that after a day of outdoor fun we have something fun and relaxing we can do together!"

www.newscanada.com

Travelling together as a family can be an incredible experience – but a little preparation will ensure that your adventures run as smoothly as possible.

"When you're travelling long distances with kids in tow, it's good to come prepared with things that will make the travel experience less stressful and more fun

for the whole family," says Heather Greenwood Davis, family travel expert.

To help families survive (and thrive) on their journeys, we asked Greenwood Davis to share her top suggestions.

Tune in together. For a great family bonding activity that will keep everyone engaged (and quiet)

No AC? How to keep cool this summer



Unusual heat can pose serious health risks, such as heat exhaustion or heat

stroke. Knowing how to stay cool is a must – especially if you don't have air condi-

tioning. Here are a few tips to help you keep your cool.

Stay hydrated

To decrease your risk of dehydration, drink plenty of cool liquids - especially water - before you feel thirsty. When you are thirsty, you are already dehydrated.

Dress for the weather

Check forecasts regularly so you know when to take action. On hot days wear loose-fitting, light-coloured clothing made of breathable fabric. Because sunburned skin is less efficient at sweating – and sweating is how your body naturally cools off – be sure to wear sunscreen that is at least SPF 30 and a wide-brimmed hat for protection.

Keep your home cool

Create meals such as a bean salad or cold noodle bowl that don't need to be cooked in an oven. Block

the sun by opening awnings and closing curtains or blinds during the day. And, if it's safe to do so, open your windows at night to let cooler air into your home while the sun is down.

Beat the heat

If your home is extremely warm, try taking a cool shower or bath until you feel refreshed, and try to spend a few hours in a cool place. It could be a tree-shaded area, swimming facility or an air-conditioned spot like a shopping mall or public library.

Watch for symptoms of heat illness, including dizziness or fainting, nausea or vomiting, headache, or rapid breathing and heart-beat. If you have any of these symptoms during extreme heat, move to a cool place and drink liquids right away. Water is best.

www.newscanada.com



The Goal of Healthy Communication

- By Gwen Randall-Young

tors, we can model a different way of communicating that could change those destructive patterns.

For example, sometimes parents feel that in a discussion with their child, the child does not listen, and is argumentative. The irony is the child may have learned poor listening manners from the parents. Parents tend to skip over the part of the communication where the child states his point of view.

This happens for a few reasons 1) we think we already know what the child's argument will be, 2) we already

already know what the parent's answer will be, and 3) they see no point in having the discussion with us. What we have is dead-end communication, so why bother?

The more positive approach is to listen with an open mind. Allow the child plenty of time to state their case. Commend them for the good points they make. Then, gently communicate your point of view.

Take the time to ensure they understand why you think as you do. This way, even if your answer is still

no, the child at least feels heard, and that his ideas and feelings are valued. You might even find a compromise. If this happened globally, what a different world it would be. Children learn what they live, so we must be ever conscious of what we are modeling.

Gwen Randall-Young is an author and award-winning psychologist. For permission to reprint this article, or to obtain books, CDs or MP3s, visit www.gwen.ca. Follow Gwen on Facebook for inspiration.

When we have children, we are training the next generation of humans. That is a big responsibility to be sure. We are now seeing so much conflict and disharmony from the individual to the global level. We shake our heads in disbelief, but perhaps we should not be so surprised.

“**Judging, criticizing, taking sides, and gossiping about others are toxic human behaviors that are incompatible with creating peace.**”

The same negative dynamics that play out in the world are similar to what is happening in some families, in our schools, and in our culture. Judging, criticizing, taking sides, and gossiping about others are toxic human behaviors that are incompatible with creating peace.

Getting stuck in one's ego perspective does not allow for respectful communication or effective problem solving. There is no room for understanding the other. As parents or educa-

know what our answer will be, 3) we really do not want to be having the discussion.

Now, imagine you wanted to make a point to your boss, and he or she came to you with the above mindset, refusing to listen. You know how you would feel. Children get frustrated and either start responding angrily or disrespectfully, or they shut down and do not even bother to discuss things with parents a because: 1) they already know what the parent's argument will be, 2) they



REGISTER for Ringette TODAY!

Divisions available for all ages! New player and goalie discounts available.

2023-24 Early Bird registration opens June 1, 2023.

- Skating Skills
- Team Sport
- New Friends
- FUN !!!**



bpringette.ca

Advertise With Us Today!

White City & Emerald Park

Community Newsletter



Advertise your business card for one year - \$360!

email: shannon@westernlitho.ca

Emerald Park Eye Care

Vision Therapy
Eyewear Studio
Contact Lens Center
Emergency Eye Care
Comprehensive Eye Exams

306-585-2424
www.emeraldparkeyecare.com

emeraldparkeyecare.com

Your Vision. Our Priority!

LIFT MOVE FUEL
PERSONAL TRAINING STUDIO

Group Training | Personal Training
Nutrition Coaching | Team Athlete Training
Youth Fitness | First Aid/CPR Certs.

38 GREAT PLAINS ROAD, EMERALD PARK
WWW.LIFTMOVEFUEL.CA

BRINGING MORE "YES" TO REGINA

VISIT OUR REGINA LOCATION
4850 E Victoria Ave. |
Regina, SK S4N 7A9
306-271-0431

SUNBELT RENTALS

© 2020 Sunbelt Rentals. All Rights Reserved.

CORY SAWCHYN

306-789-0250
CorySawchyn@gmail.com
Regina & Area

SPEEDY STUMP CUTTER
FREE & STUMP REMOVAL

TREES | STUMPS | HEDGES CALL TODAY FOR A FREE ESTIMATE

HUB Insurance Brokers and Consultants

64 Great Plains Road
Emerald Park, SK, S4L 1C3

Ph: 306.781.2244 Fax: 306.781.0066
www.hubinternational.com

Esthetics by Shelley
gel nails, pedicures, manicures, waxing
Shelley Bencharnski, Esthetician

- Over 20 years of experience
- Debit, Visa, Master Card, and Cash Accepted
- Tuesday, Friday - 8:30 am til 5:15 pm
- Wednesday, Thursday - 8:30 am til 8:00 pm
- By appointment only, no walk-ins

32 Fairway Crescent, White City • 306.527.8414
ksbench@sasktel.net

KEE STORAGE

42 Great Plains Rd.
Emerald Park, SK

306-781-5678
www.keestorage.com
keestorage@sasktel.net

KLEMP
PLUMBING & HEATING

NOW PROUDLY SERVING WHITE CITY, EMERALD PARK AND SURROUNDING AREA

JARED JACKSON

Offering Services in:
• Residential & Commercial Plumbing
• Furnace & Boiler Repair & Installation
• Air Conditioner Repair & Installation

PH (306) 545-1487
Fax (306) 731-6987
Email: kpanth@sasktel.net

SHOPPERS DRUG MART

DEVIYANI J. PATEL BSP
ASSOCIATE OWNER

22B Great Plains Road
Emerald Park, SK S4L 1B6
T 306-721-7290 EXT 3.3
F 306-721-7294
asdm2464@shoppersdrugmart.ca

3 EASY WAYS TO ORDER REFILLS

- 1 By phone
- 2 Online
- 3 Mobile App

WESTERN LITHO PRINTERS
DESIGN | PRINTING

SERIOUSLY SMART PRINTING
Serving Saskatchewan businesses with unprecedented speed, efficiency and accuracy

300 Dewdney Avenue, Regina, SK S4N 0E8
Bus: 306.525.8796 Toll Free: 1.877.475.4846
Fax: 306.565.2525 | www.westernlitho.ca

M&O CONSTRUCTION **FORM FOAM BASEMENTS**

SEE IT. BELIEVE IT. GET A QUOTE!

www.mandoconstruction.ca
306-757-9433
SPECIALIZING IN ALL CONCRETE WORK

winecraft! YOUR WINE | YOUR WAY

Same owner, same staff, same great service, same locations.
New look & amazing new products!

Two Locations in Regina: 1916 PRINCE OF WALES DR. 306-352-0790 | 4415 ROCHEDALE BLVD. 306-347-0677
winecraftregina.com

More Flooring In Stock, More Prices You'll Love.

Let's get flooring.

Hardwood | Laminate | Area Rugs | Luxury Vinyl | Carpet | & More!

END OF THE ROLL
FLOORING CENTRES

Regina
2570 Victoria Ave E
306.585.7655

endoftheroll.com

HAAS PHYSICAL THERAPY Prof. Corp.
Strength - Balance - Stability

haasphysicaltherapy.ca
admin@haasphysicaltherapy.ca
306-559-5676
336 Great Plains Rd • Emerald Park, SK

2 EASY WAYS TO BOOK AN APPOINTMENT

- 1 By phone
- 2 Online

Christine Tell, MLA
Regina Wascana Plains

Constituency Office
2318B Assiniboine Ave. E.
Regina, SK S4V 2P5

Tel (306) 205-2126 Fax (306) 205-2127
Email christinetellmla@accesscomm.ca
Web www.christinetell.com

OK TIRE Service, Repair, Tires Since 1953

Gord Carnahan
Manager

1717 Park Street
Regina, SK

Phone: 306.347.0440
Fax: 306.347.7775
Email: parkstreet@oktire.com
www.oktireparkstreet.ca

ENGINEERING TRUST SINCE 1976

GN
GANG-NAIL TRUSSES

Cornerstone
CREDIT UNION

Emerald Park Branch, 15 Great Plains Road
Open 6 days a week

Phone: 1.855.875.2255

cornerstonecu.com

JESSICA DUNN
REALTOR®
Real Estate | Interiors | Styling
www.athomewithjess.ca
C: 306.531.8578

JJ REALTY
REGINA

twb home décor
LOCAL. HANDCRAFTED. GIFTS.

101-36 Great Plains Road
Emerald Park, SK
S4L 1B6

info@twbhomedecor.com
306-775-3531
@TWBHomeDecor
TWBHomeDecor
twbhomedecor.com

Robin & Michele Tremblay
Owners

Cell: 306.535.1478
Office: 306.359.1900
jrumpel@royallepage.ca

Jason Rumpel
REALTOR®

db Dusy & Barlow
INSURANCE BROKERS LTD

302 University Park Dr.
Regina, SK S4V 0V8
Facsimile: 306.791.3471
Toll Free: 1.800.305.6737
www.saskinsurance.com
stephen.barlow@saskinsurance.com

Stephen Barlow
Insurance Broker, CAIB
Vice President Marketing/HR
Ph: 306.791.3474

SLACK'S ACCOUNTING & INCOME TAX SERVICES
Farm, Personal & Corporate Tax Preparation, Bookkeeping & Business Consulting

Howard and Mavis Slack
Box 511, Stn. Main, White City, SK S4L 5B1
Ph: 306.781.2213 Fax: 306.781.2522
h.slack@sasktel.net or mjslack@sasktel.net

Martin Dupont LLP

Barristers, Solicitors, Mediators 200-1870 Albert Street
Regina, SK S4P 4B7

Phone: 306.525.2737
Fax: 306.565.3244
sharon@martinlawfirm.ca

Sharon A. Martin | B.A., LL.B.

CK underground

DIRECTIONAL DRILLING HYDROVACUING
TRENCHING EXCAVATING PRESSURE WELDING TRUCKING

ckunderground.org
iweld@sasktel.net

Corey Stoudt 306-535-7488
Kyle Flaman 306-535-6585

THRIVE
WEALTH MANAGEMENT

Tricia Colvin

306 690 4838
tricia.colvin@thrivewealth.ca

FD HOME
is a major player in the realm of sophisticated wall arts, décor, and furniture.

6 Ratner ST, Unit 29,
Emerald Park, SK
639-997-8953
sam.shen@fdhome.ca
www.fdhome.ca

COLLEGE WINDOW WASHERS

RESIDENTIAL & COMMERCIAL
WINDOW CLEANING
PRESSURE WASHING

306.596.7896
book online
COLLEGEWINDOWWASHERS.CA

COMMUNISKATE PRO SHOP

SKATE SHARPENING • TAPE, LACES AND MUCH MORE FOR YOUR SKATING NEEDS

P: 306 781 7465
E: communiskateadmin@sasktel.net
www.communiskate.com
201 Great Plains Road | Emerald Park, Saskatchewan

Largest Selection in SK!

Sales & Parts 306-525-5666
Service & Hitches 306-569-8733
www.villagerv.ca

Village RV

Lehanne Potts
Mobile Mortgage Specialist

Cell 306.550.7283
lehanne.potts@conexus.ca

Mortgage services on the move!

conexus
Credit Union

F.P.C. INDUSTRIES
CHAIN LINK FENCE SPECIALIST

Living in White City over 20 years

email: fpcindustries@sasktel.net
305 QUEBEC ST. S4R 1K5
Fax 306-721-7811 REGINA

Change Your Coffee, Change Your Life.

ORGANO GOLD

Joy Sluser
Independent Consultant

306-737-7507
www.joyjoy107@hotmail.com
<http://Joysluser.myorganogold.com>

RV RANCH

Dan - Lee Enterprises Inc.
Indoor/Outdoor Storage

White City Area **306-537-7372**
dan.lee.inc@sasktel.net

Andrew SCHEER
MP—Regina-Qu'Appelle

(306) 790-4727
WWW.ANDREWMP.CA

STREIFEL'S LAWN & YARD CARE LTD.
Residential • Commercial • Condominium • Acreages

P.O. Box 159
White City, SK S4L 5B1
Cell: 306-536-7180
Fax: 306-761-0031
Email: streifel@sasktel.net

Lawn Mowing, Power Raking,
Vacuum, Core Aeration, Weed
Control, Fertilizing, Hedge Trimming,
Pruning, Rototilling, Sprinkler
Blowouts, Seasonal Cleanups,
Snow Removal, Bobcat Services

FREE ESTIMATES • IN BUSINESS FOR OVER 20 YEARS

GRAYSON & COMPANY
Law Firm
Established in 1883

INTEGRITY COMMITMENT RESULTS

REGINA, SK
#320-2075
Prince of Wales Dr.
Idowu F. Adetogun
**Thursdays and
Fridays

BY APPOINTMENT
ONLY PLEASE CALL
306-693-6176 and mention
you are booking for
Regina
www.graysonandcompany.com

Driveway Grates - Basement Braces
Steel and Metal Sales - Fabrication
CNC Plasma Cutting - Bending
Welding - Design

AS

ALLWYNN STEEL
SOLID SOLUTIONS.

(306)781-2226
6 Percival Drive, Emerald Park

KUZMICZ COMMEMORATIVE PARK

Disney AUG 7

MOANA



RM of
EDENWOLD
158

**HAPPY
SASKATCHEWAN DAY**

MOVIE NIGHT

BRING YOUR LAWN CHAIR

WWW.RMEDENWOLD.CA

Diversions



CRISS-CROSS



Fill in the blanks with the words. To help you get started one letter is already in place.

3 letter words

LAW
PET

4 letter words

KEPI
RIBS

5 letter words

EIGHT
FRAME
GARDA
OVENS
RANAI
SAIGA
SKILL
SOLDO
STEEL
TEMPO
TOWEL
TRIAL

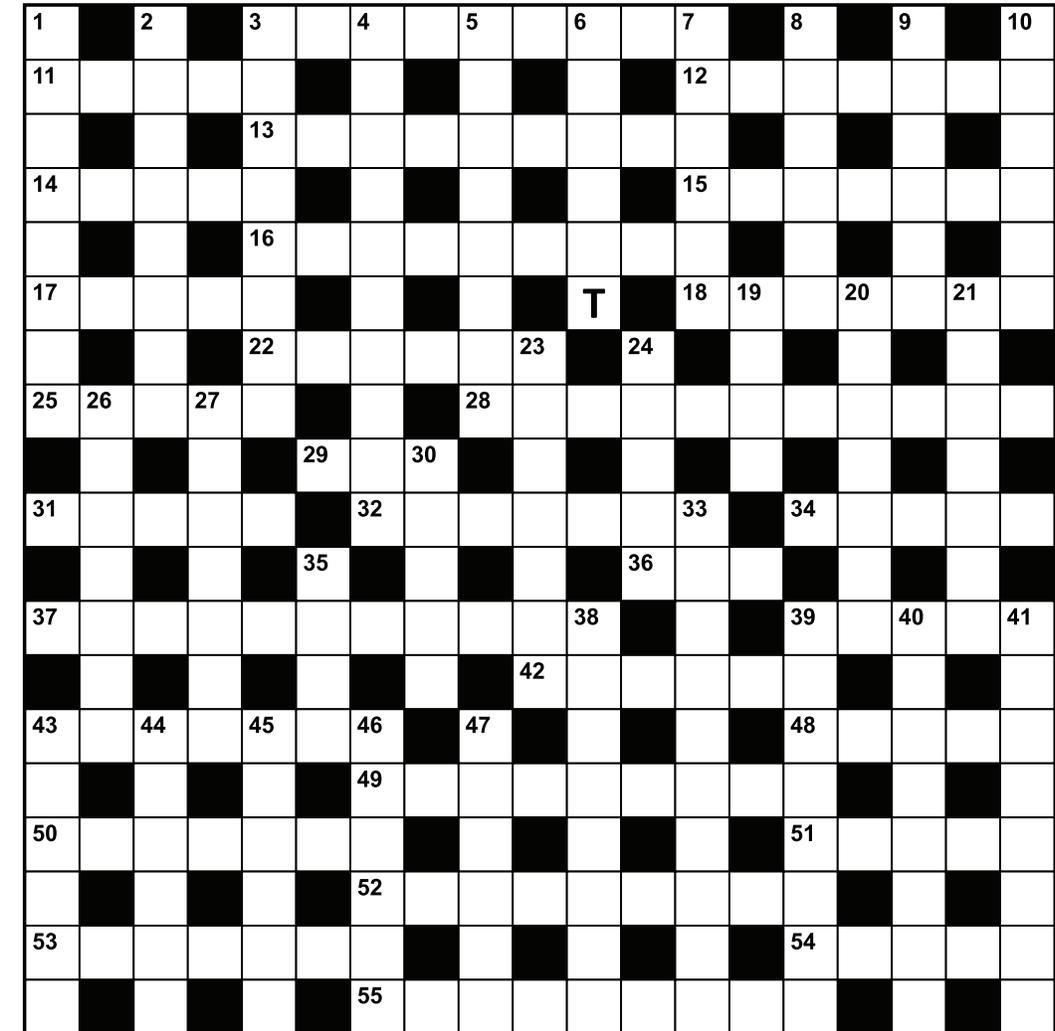
6 letter words

CELERY
GEIDAI
INTUIT
NIBBLE
O'BRIEN
PICNIC
PRAXIS
RADIAL
SILENT

TOMATO
XPUTER
YEAR OF

7 letter words

CARIBOU
EXAMINE
EXAMPLE



FORELEG
ICE BLUE
IRON AGE

LARGEST
LONE ELM
NAMASTE
PHOENIX

TROLLEY
VARNISH

8 letter words
EARNINGS
ESPRESSO
HOLIDAYS

KLONDIKE
LEAFLETS
NEIGHBOR

OVERCOOK
SIGHTSEE

9 letter words
DIRECTION
HISTORIES

LILIENTAL
PARAGRAPH
RESURFACE
TEXTBOOKS

10 letter words
MANDRAGORA
SOLAR PANEL

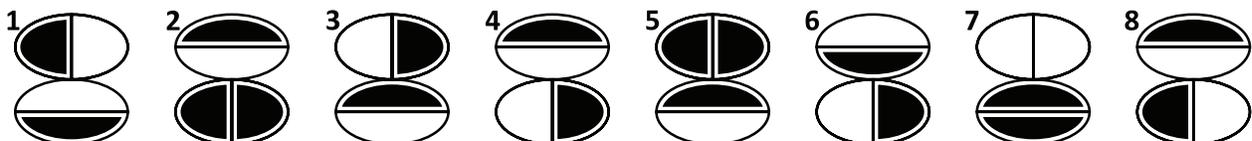
11 letter words
FIRST ELEVEN
KOOKABURRAS



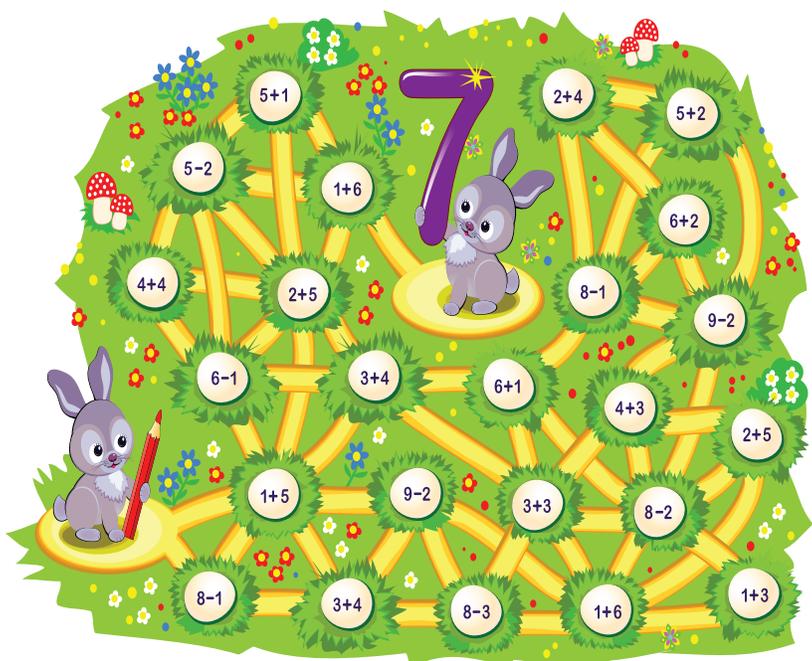
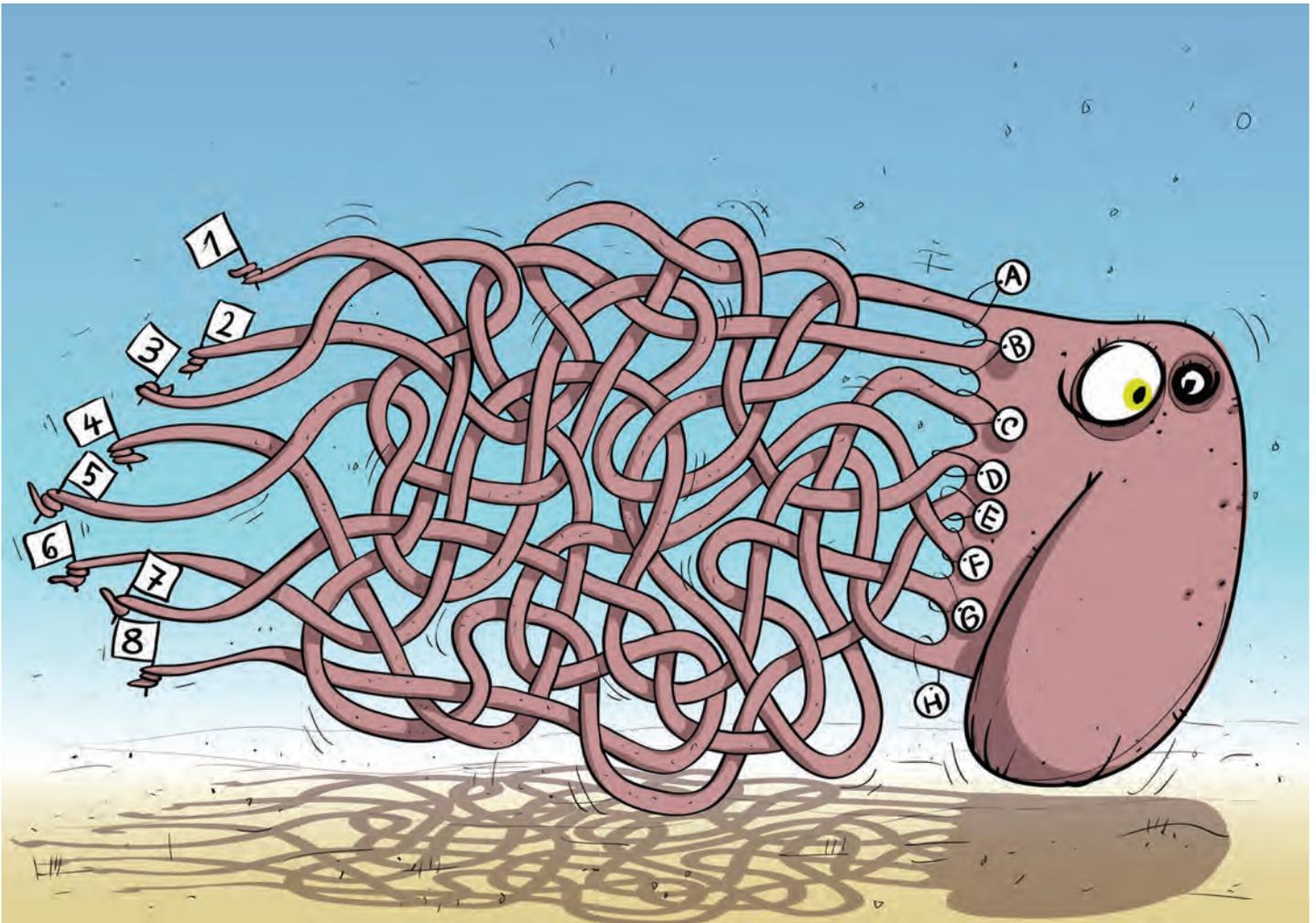
VISUAL PUZZLE



Spot the two identical graphic elements (rotation allowed).



Kids Corner





Dr. Deryl Dangstorp



Dr. Kelsey Ross



Dr. Kyla Tzupa



Dr. Brian Baker

Emerald Park Dental Clinic

Hours

Monday 8-5
Tuesday 8-7
Wednesday 8-5
Thursday 8-5
Friday 8-3

Dentists

Dr. Deryl Dangstorp
Dr. Kelsey Ross
Dr. Brian Baker
Dr. Kyla Tzupa

New Patients
Welcome

General Dentistry

Emergencies
Welcome



Dangstorp
Dental

306.949.2767 • DangstorpDental.com

312 Great Plains Road, Emerald Park S4L 0B8



3 tips for a successful job change

Are you ready for a career pivot? Maybe you want to chase that employment dream you've had, level up your skills to try something new or just get a change of scenery. If you're considering taking this leap, here are three ways to make sure you have a successful switch.

1. Identify your strengths and desires

Any new career path should be led by your strengths and experience. Are you an outgoing people-person? Then perhaps a client-facing job would be a

good fit. Would you rather stay behind a computer? Then maybe data entry, design or a writing career would be ideal. Research different roles where your prior skills would be a sought-after benefit.

You should also think about what will give you job satisfaction. Do you love to explore new places? A role that requires travel could lead you to cities you might not otherwise get to visit. Do you enjoy the social interactions of office life, or prefer remote? Write your own "job listing" for

your ideal position so you know where you're willing to compromise as well as your must-haves.

2. Understand the industry

Most industries have associations that provide training, networking opportunities and other support. See if there are any upcoming events that you can attend to learn more about the industry and start networking. You can also reach out to someone working in the field and set up a short coffee meeting or phone call to ask them key questions about that career.

It can be hard to know if an industry will remain in demand or be sustainable, so do your research. Census data is free-to-use, online information that can help you track job trends, including which industries are growing and which

are receding. Census data shows, for example, sustained growth in healthcare, skilled trades in construction and professional and technical services – this means there's an ongoing need for people to work in those areas.

3. Put yourself out there

Once you've identified the areas that appeal to you, don't be afraid to promote yourself. Use all the tools at your disposal: update your resume and digital professional profiles; ask friends and family if they have any connections in the field who might open some doors; and search online hiring platforms as well as industry-specific job boards.

Learn more about how you can use data to help launch your new career at census.gc.ca.

www.newscanada.com

2023 August

Upcoming Events & Meetings

Committee of the Whole Meeting

August 8 - 7PM

August 21 - 4PM

Regular Council Meeting

August 21 - 7PM

Meetings are open to public and held at:
White City Council Chambers
14 Ramm Avenue E

Stay updated on local
opportunities,
community news and
Town events by
following us on
social media!



Instagram: @whitecitysk



Facebook: Town of White City



White City

306 781 2355

townoffice@whitecity.ca

whitecity.ca

In observance of
Saskatchewan Day
the Town Office will be
Closed
Monday August 7.



White City Fun Run

Join us on Saturday, August 12 for
the White City Fun Run!

This event is an all-ages and
abilities opportunity to get active
and build community by walking
or running alongside your
neighbours.



Movie in the Park

Sit back and relax in your lawn chair
or on the grass while you enjoy a
family-friendly movie on the big
screen.

Stay tuned for more details to be
posted on our social media!



Thursday August 24



Visit our Local Advertisers

PHARMASAVE
Charles Obeng
 MPHARM RPH (PHARMACIST / OWNER)
 P: (306)347-1270 / (306)201-6970
 E: charles.ps436@sasktel.net
 ps436@sasktel.net
7D Great Plain Road - Emerald Park
20% off for Seniors
 Speciality Compounding • Vaccinations • 3 Month Prescription Dispensing



WHITE CITY
 A FURNITURE & HOMEWARE STORE

 32-6 Ratner Street, Emerald Park S4L 0E3
 Ph: 306-502-3535 E: laoqingsheng@hotmail.com f Qingsheng Lao

  **ALEX PIZZA**
Pilot Butte
306-559-3636


KAREN D. LOVELACE
 306-529-8495
 moonstonebook1@gmail.com
 moonstonebookkeeping.ca
 Emerald Park, SK



 **SHERWOOD**
 GREENHOUSE & GARDEN CENTRE
 17350 Range Road 2190 | Regina, SK | 306-522-1116
www.sherwoodgreenhouses.com


Rispens
 LANDSCAPING
 306-522-1116 [WWW.RISPENSLANDSCAPING.COM](http://www.rispenslandscaping.com)
 17350 RANGE ROAD 2190, REGINA, SK



How to get a side hustle on the map

For many of us, one of the few silver linings of living through the pandemic was that we had the time to focus on our passions. Some of those passions became profitable side hustles or have the potential to become one. Here are some simple tips to help your side gig thrive:

Get networking

Raise awareness of who you are and what you do simply by introducing yourself. Reach out to related businesses on social media and in real life to collaborate or support initiatives and have a presence at events in the community. Having a presence drives awareness and is a great way to meaningfully network your business without a pricey sponsorship.

Know your audience

Successful businesses invest in market research - knowing who your customers are guides decisions on how to market, plan for expansion, determine pricing, etc. The good news is, you don't need a big budget to do this if you know where to look. Up-to-date census data can be a great resource for new insights about your target audience and areas of interest. Find information on demographics, localized income levels, migration patterns, population growth, and employment for a specific area. Then, equipped with data, look for opportunities and how

you can capitalize on them.

Digital intelligence

Many businesses rely on a wide range of digital tools to get the job done. For example, if you plan to sell directly to consumers, you'll need a website with a secure financial portal.

There are also online tools to draft communications, organize scheduling accounting and payment-processing. These useful tools can help you work smarter, not harder, while managing your business. You can start with the free versions of many of these programs, but, as your business grows, you'll need to invest in technology.

Honest feedback

Most online shoppers will read at least a couple of reviews before they buy a product or commit to a service. Personal reviews or recommendations from the consumer's friends and family hold even more credibility. Encourage your happy customers to help your marketing efforts by sharing a review or testimonial on your site and other platforms where your product or service appears. Don't forget to thank them for doing so!

Learn more about how you can use census data and free online data tools at census.gc.ca.

www.newscanada.com



AUGUST 2023

The next issue of the **Community Newsletter** will be distributed the first week of September.

All copy **MUST** be submitted on or before **August 20th**.

Everyone is welcome to put meeting dates, birthdays, anniversaries, etc. on the calendar, free of charge.

Please email: shannon@westernlitho.ca

Special thanks to the advertisers for supporting the distribution of our newsletter. By using their services you support our community.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
CASA ROSA/JAMESON ESTATES Garbage pick up every Tuesday Recycling pick up every Thursday		WHITE CITY Composting 1	EMERALD PARK & WHITE CITY Garbage		EMERALD PARK Composting 4 Summer Reading Club at White City Public Library 10:00	5
6	SASKATCHEWAN DAY 7	WHITE CITY Composting 8 Committee of the Whole Meeting - 7 PM	EMERALD PARK Garbage WHITE CITY Recycling	EMERALD PARK Recycling 10	EMERALD PARK Composting 11 Summer Reading Club at White City Public Library 10:00	12 White City Fun Run
13	14	WHITE CITY Composting 15	EMERALD PARK & WHITE CITY Garbage		EMERALD PARK Composting 18 Summer Reading Club at White City Public Library 10:00	19
20	21 Committee of the Whole Meeting - 4 PM Regular Council Meeting - 7 PM	WHITE CITY Composting 22	EMERALD PARK Garbage WHITE CITY Recycling	EMERALD PARK Recycling 24 Movie in the Park	EMERALD PARK Composting 25 Summer Reading Club at White City Public Library 10:00	26
27	28	WHITE CITY Composting 29	EMERALD PARK & WHITE CITY Garbage	31		

WC/EP RECREATION INFORMATION/REGISTRATION CONTACTS:

Baseball: registrar@whitebutteminorball.ca Web: broncos.whitebutteminorball.ca
 Softball: stormsoftballregistrar@gmail.com Web: storm.whitebutteminorball.ca
 Cityview Skating Club: cityviewskating@gmail.com or cityviewsc.uplifterinc.com
 Communiskate: Paula at 306-540-7704 or communiskateadmin@sasktel.net
 Creative Beginnings Preschool: Keri 306-529-1200, keri@creativebeginningsps.ca
 Dance: Laurie 306-775-3722 lkweighill@hotmail.com, www.whitecitydancingschool.com
 Dance Plus EP: Amy 306-530-5108 or amyschienbein@gmail.com
 Garden Club: wgc2011@gmail.com, 306-584-9173, www.whitecitygardendub.weebly.com

Girl Guides: Jolene 306-570-9179 or Balgonie1st@gmail.com
 Parks & Recreation: Shane Graefer 306-781-2355 ext.225 sgraefer@whitecity.ca
 Pickle Ball: Ambrose 306-536-9221 Playschool: Nicola 306-529-1292, nicola.mcnaughton2@gmail.com
 Soccer: Adam Slinn 306-550-4789 or www.whitecityfutbol.com
 Prairie Storm Hockey: registrar@psmha.ca or www.psmha.ca
 Buffalo Plains Ringette: registration@bpringette.ca or www.bpringette.ca
 Newsletter: Dale Schaeffer 306-525-8796 or dale@westernlitho.ca
 Newsletter Advertising: Shannon Snider, shannon@westernlitho.ca

CHENGLIDA ENTERPRISES LTD.
Landscape Service

OUR SERVICES:
Snow Removal • Yard Maintenance • Fence • Grass & Plant
Building Cleaning • Installation • Indoor & Outdoor Decoration

Book Now for Snow Removal

639-999-8108 | 306-807-3666 | llc666llc666@gmail.com
Unit 30 - 6 Ratner St, Emerald Park, SK

PARAGON FUNERAL & CREMATION SERVICES

MILES & LOUISE ERNST
521 VICTORIA AVENUE, REGINA, SK
(306) 359-7776
PFCS@ACCESSCOMM.CA
WWW.PARAGONFUNERALSERVICES.COM

- Family owned & operated
- Serving Regina and area for over 20 years
- Full service funeral provider

Celebrating 30 Years of Business

EMERALD PARK HOMES LTD.
Custom Builder, Our Quality Shows

Garry Sawchyn
President and C.E.O.
76 Great Plains Road
Emerald Park, SK S4L 1C3
Phone: 306-781-3383
Cell: 306-596-0577
emeraldparkhomes@sasktel.net

www.emeraldparkhomes.ca

Whatever it takes to **BUILD.**

REGINA | 306.721.2666 **Redhead**

Serbu SAND & GRAVEL LTD. 306-781-4595

Discounts For White City & Emerald Park Area
Sand & Gravel • Topsoil • Aggregates
Lorne Serbu White City

RE/MAX
CROWN REAL ESTATE

TROY GORDON
REALTOR®

Office: 306-791-7666
Cell: 306-530-7862
troy@remaxregina.ca

BERGER CAVAN GROUP
Chartered Professional Accountants and Business Advisors

Phone: 306.347.2244 Website: BCGLLP.ca *Right on the money.*