



PROBUS Club of Central Edmonton Newsletter

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January 18 – Chris Vollum

Chris Vollum of CMV social media spoke to us about social media. Focusing on 4 “apps” which he felt were most important to young people these days, they were:

- Twitter, great for news
- Instagram, all visual
- Snapchat, key here is that stuff disappears, but the user can always take a screenshot
- Tik Tok, this one is about music

We were exposed to a brief demonstration on how to operate each of these apps. The point being to allow us to get comfortable with them.

What was most important for us was how our grandchildren may use social media and how we can use social media to get closer to them and perhaps influence them in a positive way. He spoke extensively about the children he teaches. They are focused on their phones. They do not want to be left out. Also, they do not want to be embarrassed online because it does not go away and can travel the world.

He suggests that we start by asking them about their use social media. Then ask them what they want immediately when they post something. They will likely answer they want “likes”. Then ask what if they did not get a like. The point being that this can become very damaging. Here is what you want to do? Consider:

- what inspires them,
- what their interests were,
- what captures their attention, and
- what brought them joy.

Using this information, you can speak to them about how they use social media to help them with these areas by turning social media into a tool to further their knowledge.

Another strategy is to get them to help you learn how to use social media, but you need to be sincere in this endeavour. Ask them for permission to follow them on their social media accounts.

He next spoke about content evaluation. When kids get to high school the content they produce will likely be evaluated by other, for example prospective employers. He shared the following quote from a recruiter “I have now dropped 15 recruits because of their twitter posts, likes or retweets.” There are 2 points:

1. Your stuff will be evaluated so make it meaningful
2. Do not click like on content you do not support. People will look at it. Too often people click like because it was a friend, though they may find the content repugnant.

We then benefited from his knowledge of the 4 apps and how to use them. Each has tutorials to assist as you work with them. I think this was one of the presentations that can make difference in our lives, just follow his suggestions. I thank him for his wisdom.

January 25 – David Phillips

Presentation delivered by David Phillips, entitled "What's Happening to our Weather: 2021, the year climate change hit Canada hard". David started by speaking about his 50 years of experiences in the weather forecasting business. He noted that Canadian were obsessed with weather. We live in one of the coldest countries in the world. And weather affects many of the events we experience.

Some facts he shared:

- Men are stuck by lightning 4 times more than women
- Average sneeze reaches hurricane speed
- Hurricanes assigned a female name have killed more people than ones assigned a male name

He also shared examples of why it is important to check the forecast before engaging in outdoor activities. One example was of a man who tried skydiving for the first time only to be surprised by severe winds, which ultimately led to severe injury. In another case, a farmer in Didsbury was caught in a lightning storm and struck, leaving him clad in only the waste band from his underwear.

We then we treated with a review of cloud types and several amusing formations.



This is one example he shared. He referred to Canadian weather as delightfully unpredictable. There are weather sayings from each part of the Country, for example in Newfoundland its said that if you look out the front door and don't like weather, look out the back. He stated that Canadians are very inventive because of the weather, sharing several winter related inventions by Canadian: Snow mobile.

In an average year Canada experiences 2 to 3 tropic storms, perhaps 80 tornadoes, 3 million lightning strikes and temps from +40 to -50, in short it is varied. Starting with 1996, he reported his view on the top 10 weather events in the year. He noted that in the recent past we have had some interesting weather. Though in late 1990's one year was so tame, he had trouble getting his 10 events identified. The last few years some significant events we experienced, include:

- Fort McMurray and Slave Lake wildfires that provided their own weather

- The slave lake fire and its weather
- 2005 Edmonton tornado
- 2013 flood in Calgary

But there has not been anything like the last year – 2021 was wild. In June and July, western Canada was under the “heat dome”. We experienced record breaking heat and a drought. This weather resulted in hundreds of weather-related deaths. Then there were the atmospheric rivers which dropped massive rains in BC. Later in the year, November, eastern Canada had the “Super Storm”. In 2021 BC was burned. Oddly Alberta had far fewer fires, but the massive fires around us covered us with smoke. It was worse than ever! Yes, human activity contributed to the conditions that produce this weather. We are facing 2 challenges, these are:

1. Reducing our impact on the weather conditions
2. Learning to live in world that gives us frequent severe weather

These days we hear a great deal about what is needed to address the first point. However we hear little about the actions needed to address the second, such as changes in build codes and public policy. All this will cost money. But it is needed. David provided an interesting presentation.

Stay Health and Enjoy the Holiday Season