

**CONSUMER  
CHOICE AWARD**  
**2018**  
NORTHERN  
ALBERTA

## NORTHERN ALBERTA CONSUMERS MEET WITH... JOANNE ARSENAULT *from* SECOND CHANCE CPR & FIRST AID

Second Chance CPR & First Aid is a first Consumer Choice Award winner in the region of Northern Alberta. The company has been in business since 1992 and is Northern Alberta's leader in First Aid Training.



**Second Chance**

**CPR & FIRST AID**

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### **WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS YOUR CITY'S BEST?**

I feel honoured. Second Chance is on its 25th year in business with this being the first year First Aid Training has been a Consumer Choice category in Edmonton so its privilege to receive it.

### **WHAT SETS YOU APART FROM YOUR COMPETITORS?**

Our First Aid Training is engaging and enjoyable. The instructors are fantastic at promoting retention of skills. Customer service has always been a main priority.

### **HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD?**

We will continue to be a top provider for First Aid Training and hope to receive Consumer Choice Awards for many years to come..

### **WHAT IS THE BIGGEST RISK YOU HAVE TAKEN IN BUSINESS?**

Choosing Apex Training Solutions First Aid over other long-established training programs. Apex prides itself on using hands on participation-based training. Engaging, hands-on training is a different method then a lot of companies are using out there. We have had great feedback from students on how much they enjoy taking our Apex First Aid courses.

### **BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP?**

Our First Aid courses are currently recognized in Alberta, Saskatchewan, Northwest Territories, and Manitoba. We are hoping to expand Canada wide as an ongoing effort.

### **GETTING TO KNOW JOANNE ARSENAULT**

#### MY BUSINESS MOTTO IS...

Provide the level of quality and aesthetics that I would expect for myself or my own family members.

#### WHAT I LOVE IN MY JOB...

The positive feedback from students after they have taken a course here.

#### MY BIGGEST SUCCESS IS...

My personal career growth. I started as a First Aid Instructor with Second Chance. From there moved to Coordinator now Operations Manager

#### DAILY I ALWAYS TRY TO...

Eat healthy and exercise.

#### ONE WORD I WANT TO OWN IN MY CUSTOMERS' MIND...

Quality.

#### IN MY SPARE TIME I LIKE TO...

Play music, quilt and wood carve..

