



**Lindsay
WINCHERAUK**

GUEST SHOT: 10 APRIL 2006

ARE WE STILL MEN?

THE TWISTS AND TURNS OF MASCULINITY

Spring has already sprung, and with it comes the quest for love.

The pursuit of love has transformed.

The gap between feminine and masculine has been tweaked. Fellows, being a guy, these days is friggin' tough.

Oprah, Will & Grace, and Brokeback Mountain have seen to that. But, somehow, we've allowed ourselves to become... to become... civilized.

Manicures, pedicures, waxing designer clothes, fresh scents, penis enlargements, and cooking classes are contributing factors. They may be necessary evils to make matters worse if you want to compete for the hand, hearts, and naughty bits of our love quests.

Most of us have become... somewhat feminized. Heterosexual has become metro sexual.

Our beautiful damsels haven't been fighting fair since the beginning of time. We're just too stunned to realize it. We're expected to provide for and protect. To be the proverbial relationship rock (we wouldn't have it any other way).

The fight for equality has left us on the ropes, struggling to remain standing instead of being down in a broken pool of misery.

Is it time for emancipation?

Now that we're equal, it has become confusing. We're thinking: "Hey, I can't blast 2.2 kids out of these loins and lactate:

How could we possibly be equal?



That's the point, we can't, and we'll likely never be.

As much as I like looking pretty, smelling pretty and the smooth feel when I run my hands across my...

"I feel pretty, oh so pretty"

Increasing numbers of men are dumping
macho activities and displaying metro-
sexual tendencies

I say, stop it! ⁽¹⁾

It's time to stand up for humankind and reclaim your masculinity.

No rings, dinners, flowers, or new shoes, for God's sake.

It's our turn to be pampered; our turn to be held; our turn to be coddled. Let them take care of dinner, dancing, flowers, love, and dinner reservations.

Allow the pressure to perform to fall on their silky-smooth legs.

So, brethren, Valentine's Day belongs to women. Now it's our turn — take a stand. We've come far enough. We've learned to cry, to listen, to school your pony and to watch Dr. Phil and Ellen.

I just had my nails done.

Now that we're beautiful — sexy — hot — let them shower us with compliments and wares.

Trust me on this one. Equality will once again be ours.

If not: See you at the local pub.

Who am I kidding?

Pick up your telephone. NOW! If you want to keep smiling.

We're still in charge of the first move.

1. Stop it — doesn't refer to the running of hands across my ... I am perfectly ok if that kind of activity is ongoing.

WHO IS LINDSAY WINCHERAUK?

Lindsay Wincherauk is a fearless writer. He has published two books and has had more than eighteen OPEDs appear in major commuter newspapers. Lindsay wasn't born with a silver spoon in his mouth. His father (who wasn't his father) worked as a mechanic. His mother (who wasn't his mother) worked as an excellent chef in a diner. In fact, his birth was in a secret place where |society deemed| unfit mothers were sent to give birth in isolation – shading families from shame. If the babies survived being born, usually, they were sold to wealthy Americans or adopted out to farm families.

Lindsay's life began with a lie.

Despite Lindsay's perilous beginnings, starting with deception, Lindsay knew no better and went through life excelling at things, usually in two-year stints. Be that athletics (hall of fame, record holding, one-eyed quarterback), scholastically, career-wise (generating more than \$70 million in revenue for one company), socially, + without question: creatively!

Lindsay's challenging beginning instilled in Lindsay heaping doses of compassion and empathy. Lindsay's life starting out as a lie gave him a keen sense to spot BS from miles away. It also provided him with a dry sense of humour and an understanding those born with silver spoons in their mouths will never be self-aware enough to understand (or admit) their good fortune.

During Lindsay's work career, he was well-liked by all coworkers. Lindsay was also well respected by his diverse collection of clients, developing several fantastic friendships, primarily because Lindsay is known for his unflinching integrity and ability to hold conversations on most topics.

Lindsay's life mantra is:

The most valuable part of life is the fabulous people we meet during our journeys. If you treat people with respect (leaving judgment at the door), and more importantly, by opening doors for those less fortunate or who can't speak up for themselves, you are living a good, compassionate life. Making money at all costs is not the only thing mattering. Life can be difficult + devastatingly unfair.

Lindsay believes sharing vulnerability is what makes us human. Lindsay will never shy away from being honest about his pain.

Lindsay also believes we must stand up for ourselves, + more importantly, for those who are too burdened by the injustices of life, they can't find the strength to stand up for themselves.

SOME THINGS LINDSAY IS MOST PROUD OF ARE WHEN:

- A sixty-year-old employee of his, who had entered a point of life where life had become more struggle than joy (it happens to all of us as we age), said to Lindsay, *"I must thank you. I've listened to how you treat people, + by listening, I've learned so much about compassion and patience. Thank you. I consider you a great friend."*
- Another employee who was struggling with addiction thanked Lindsay for his kindness, presenting Lindsay with a Christmas card from him and his girlfriend. Tucked inside the card: lottery tickets.

LINDSAY WINCHERAUK, compassionate, empathetic, well-read, kind, blessed with unflinching integrity, humour in balance, loved by coworkers + friends alike.

Lindsay will always stick up for the underdog. Lindsay understands there are countless older people suffering job loss because COVID gave some companies an opportunity to – Lindsay thinks it is essential to draw attention to this life-threatening issue by being the voice for those too broken to speak up for themselves.

Lindsay is currently pitching four manuscripts to publishers and literary agencies. One of the manuscripts (he can't talk about) will blow the roof off the predatory practices of – Lindsay is writing relentlessly and is also pitching OPEDs and short stories, fiction, + non to literary magazines around the globe.

Lindsay has appeared on Breakfast Television, radio programs in Montreal, + several others in the Vancouver area. Lindsay has also been a featured guest on CKNW + CBC, both on several occasions. And Lindsay was a vital witness of a Hate Crime. This led to the first Hate Crime conviction in Canadian legal history, resulting in him being a speaker at an Enough is Enough Rally (anti-violence rally) with dignitaries, politicians, law enforcement, and community leaders in front of a crowd of approximately five thousand.

Lindsay was the **#1 MIXED-TAPE DJ** at the **UNIVERSITY OF SASKATCHEWAN** for most of the nineteen-eighties, a fact bringing him joy.

Lindsay resides in Vancouver.
