Hire Views

The Official Newsletter of PRWRA
Professional Resume Writing & Research Association

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Thinking of joining us at our 4th annual convention in Las Vegas this March? Then you might want to know about:

Things to do in Las Vegas Besides Gamble

By Susan Geary, CERW

THE STRIP

I've walked the strip from Treasure Island to the Luxor and back in 2.5 hours, strolling through each of the casinos, gawking at the free shows, utilizing the free monorails and trams, and even stopping for a NY Pretzel at New York, New York or a Starbucks Bladder buster of coffee. There's a lot to see along the strip and here's a handy walking tour that I've used and shared with others to see as much as possible in very little time. I will admit, the last time I did this tour was in 2003, and I did walk kind of fast…. Use a fanny pack to deter pickpockets. If at any time you get tired and want to return back to the hotel, the CAT (Citizen's Area Transit) runs about every 15 minutes up and down the strip and costs $2.

TRAMS are a great way to navigate the strip, and they're FREE! Check out this website for a map and more info on how to get around.

http://www.vegas.com/transportation/monorails.html

And here's another site where you can download free guides, whether you're looking for the perfect golf resort, the 10 best pools, or you need to brush up on the rules of Blackjack.

http://www.itravel.bz/ebooks/las_vegas_ebooks_confirm2.htm

I usually start the walking tour at TI (formerly known as Treasure Island) and head south. Most of the stuff along the tour is free, unless otherwise noted.

Sirens of TI: Three shows each night at 6, 8 and 10PM. This show replaced the old Pirate Battle and is now more adult-themed, with scantily clad Las Vegas Dancers. (If you're doing the day tour skip this and head over to the Mirage.)

You can take a tram to the Mirage by walking through the casino and heading up the escalators towards the parking garage. The tram runs every 15 minutes from 9am to midnight and offers a nice view of the TI and Mirage Pools.

The tram stops at the front door of the Mirage. Walk into the Mirage front entrance, turn right and go into the lobby to peek at the 20,000 gallon salt water aquarium. Then walk through the casino and check out the rainforest area in the center. Siegfried and Roy's tiger habitat used to be on display. I'm not sure what's in that area now, as the accident happened the week I was last there.

The Mirage: Free exploding volcano Show every night 7p to midnight. It runs every 15 minutes on the quarter hour.

Head next door to Caesar's Palace through the Forum Shops Mall….

Caesar's Palace: Inside the Forum Shops there are two different animated roman statue shows that start at the top of every hour. They're pretty loud too! One is the original in the middle of the mall. The other is in front of Bath and Body Works… called the Fall of Atlantis (hourly at :00 from 10am-11pm). Check out the 50,000-gallon aquarium right next to it. Factoid: This is the most profitable Bath and Body Works in the entire chain (1999).

Bellagio: Home of the best buffet in Las Vegas and a very beautiful hotel/casino. The flower gardens behind and next to the front lobby are awesome. Also a peek at a very pricey art collection (Gallery of Fine Art) will cost you $15. Hours are 9a-7pm daily. The Fountains of Bellagio out front (strip side) is quite entertaining. Show times: M-F 3p-7p every half hour and 7p-midnight every 15 minutes. On Saturday and Sunday the show starts at noon.

TRAM FROM BELLAGIO TAKES YOU TO MONTE CARLO—*Website update…closed due to construction*

Take the tram, because the walk from Bellagio to Monte Carlo is through a nasty section of the strip, and it's awfully hot in the summer.

Monte Carlo: Great microbrew pub in here called the Monte Carlo Brewing Company

New York, New York: This place is funky and it's really hard to find your way around in there the first time. The Manhattan Express roller coaster will set you back $12. Sun-Thurs 10a – 11pm, Sat/Sun 10 am-11:30 pm weather permitting.

Walk across the bridge to the Excalibur.

Excalibur: It's the Renaissance Festival in a casino. They have a really cool virtual ride here in the arcade area. DON'T EAT THE FOOD HERE! Merlin's Magic Motion Ride is $4 and fun ride for thrill seekers.

Take the monorail from the Excalibur to the Luxor and Mandalay Bay. Runs every 4-7 minutes, 24 hours a day.

The Luxor: Egyptian Pyramid. There are no elevators here. They are called inclinators. Also the IMAX Theatre is as good as it gets.

Mandalay Bay: Home of some the best concerts

TAKE THE MONORAIL BACK TO EXCALIBUR AND CROSS THE STREET OVER TO MGM GRAND.

MGM Grand: The theme park in back was really lame and finally shut down. The whole place is a theme of 40s and 50s Hollywood Movies and stars. The Lion Habitat is free and is open from 11am – 11pm and attracts 12,000 visitors per day.

MONORAIL FROM MGM GRAND TAKES YOU OVER TO BALLY'S and Paris! *Note from the Website… monorail is closed for expansion to the Sahara and will reopen in January of 2004. Still closed due to construction problems.*

Bally's is the original MGM Grand, home of the historic 1980 fire that killed more people in history than any other hotel. There is an inside walkway over to the Paris!
The Eiffel tower and fountains out front are fun.

The Aladdin was under construction the last time I was there and is now open. They kept the Theatre for the Performing Arts, which is acoustically perfect and intimate.

The only other really cool hotel on this side of the strip is the Venetian. The singing gondola boys are a hoot. Del Monico's is the nicest restaurant I've ever been in, with synchronized food servers. Expect to pay about $75 a person.

Imperial Palace has a really neat car museum on the 5 story of the parking garage. Sometimes they will have employees stationed at the front entrance handing out free tickets to see it. Everything from Elvis' old Cadillac to the car the Bonnie and Clyde where killed in.

AT THE OTHER END OF THE STRIP

The Stratosphere: Not exactly in the best neighborhood, but the 360 view at the top of the tower is pretty incredible! At 109 stories high, it is the tallest freestanding tower in the United States. And if you're feeling adventurous, there are 2 thrill rides at the top. Open 10 am-1am daily. $8 per adult for the elevator ride.

DOWNTOWN LAS VEGAS: Really cool light show every night called the **Fremont Street Experience**. Take parking garage coupon into sponsoring casino for validation so you don't have to pay to park. The show starts at the top of the hour 7pm-midnight.

Main Street Station Casino: This place has very nice old antiques throughout the hotel. They have a brewpub inside and guys can pee on the Berlin Wall in the Men's room. Again parking validation!

DON'T WASTE YOUR TIME ON

Tropicana	Circus Circus	Stardust
Harrah's	Bally's	Lady Luck
Sassy Sallys	The Sahara	Riviera

THE LOCALS LOVE

The Rio Buffet	Texas!	Santa Fe
The Fiesta	Palace Station	Main Street Station

Susan Geary is President of 1st Rate Resumes and VP of Public Relations for PRWRA. She possesses extensive experience in public relations for both radio and television.

Networking QuickTips

SmartTalk™ – Level Two, Part 3: Listening Skills-The Last Word

By Mark Hiatt

"The Golden Rule of Listening . . . Listen to others as you would like others to listen to you."
- Effective Listening Skills by Dennis M. Kratz and Abby Robinson Kratz

Recap from SmartTalk™-Level Two, Part 2:

1. The first level of SmartTalk™ is . .
   Level One: Achieve Acceptance
   Focused Small Talk + Agreement = Acceptance
2. The second level of SmartTalk™ is . .
   Level Two: Achieve Rapport
   Acceptance + Interactive Listening + Discovered Commonality = Rapport
3. The portions of Interactive Listening we discussed in the last two issues was:
   a. Listen into the words
   b. Listen for additions
   c. Acknowledge often
   d. Paraphrase the important stuff
   e. Ask non-leading questions
   f. Stay on the subject path of your New Acquaintance

Hello everyone! I am back after a longer break from Networking QuickTips than I intended. I was married July 26th and took on a new business partner around that same time Life has been, to say the least, a little nuts. But I have everything under control now and plan to be more consistent from here on out.

In this issue I'm going to wrap up the Interactive Listening segment so that we can finish Level Two and find out what comes next. We explored some lesser-known listening skills in the last two editions of Networking QuickTips, but I would be remiss not to provide information about skills that are more widely known and used.

Body Language

1. Relax and open your body. No matter how comfortable you may think crossing your arms or legs is – don't do it. Your crossed body parts send a sub-conscious signal that you are not interested in your NA.
2. Eye-yai-yai. Do I stare into his eyes like a cobra? Do I look away about as much as she looks away? What is proper eye-tiquette? Here's the thing – if you really make a connection with someone, you won't have to wonder how to look at them because you both will be enjoying the conversation so much you won't even think about it. That is your goal. Until then, learn to become comfortable looking someone in the eye for entire conversations with intent interest on your face. If you notice they look away occasionally, then look away occasionally if it makes YOU feel more comfortable. But keep your eye on the goal – and that is to enjoy the conversation so much you don't have time to ponder proper eye-tiquette.
3. Let's face it. I've seen some business people at networking events almost face sideways to the person they are talking to like a matador coaxing a snorting bull with a red cape. Cultivate the habit (because that's what good networking always boils down to – your habits) of facing the person head-on, arms at your sides or in motion when talking, and feet planted firmly on the ground.
4. Nod on. If you don't want to appear that you are nodding *off* – nod *on*. Move your head up and down (not side to side, please, I saw someone recently who had that sub-conscious habit – when I pointed it out he couldn't believe it) in an encouraging, "I'm listening" manner. To be honest with you, I never knew how to nod my head when listening because I grew up so shy that dogs were the only animal with whom I was skilled at conversing. So when I saw it was necessary to learn to nod I moved my head up and down with such vigor you'd have thought I was watching a trampoline tournament in the front row. Over time I toned it down but the point is – create the habit in whatever way you have to. It is an important one.
5. Don't fidget. After watching the movie Top Gun, I developed the lovely skill of twirling a pen around and through my five fingers just like the character Ice Man (played by Val Kilmer). I was so proud of my skill I did it everywhere, including networking events. After the second person told me they found it annoying (not to mention the hundred that didn't tell me) a revelation struck me that maybe it appeared like I was not listening to them. If you really want to connect with your NA, do not play with your pen, papers, your PDA or anything attached or unattached to you.

Mental Preparation

Your body language is important, but your mental preparation is even more important because it will subconsciously affect your body language, voice inflection and tone. Before walking into the event read these simple statements to yourself:

1. I express a sincere interest in each person I meet and am eager to know what people have to say. I am going to let each person go down the conversation path HE OR SHE wants to go on.
2. I am patient with each person I speak with because I know that everyone I meet could become a win-win relationship for me. I will not judge someone by his or her looks or by what he or she says because I don't know what kind of day they have had up until now.
3. I will remember that often the bigger the challenge to build rapport with someone, the greater the reward if I persevere and win that person over.
4. I will be present at this event. My mind is cleared of my thoughts, worries and triumphs and I am present and in the moment with every person I meet.
5. I will wait for one or two full seconds ("one-one thousand, two-one thousand") before responding to what someone has to say. I will listen carefully, pause and then respond so that he or she knows I am listening well.
6. I understand that being attentive does not mean being in agreement. I will pay each person I meet the respect they deserve by nodding, not necessarily in agreement, but in understanding of their position.

Homework: *Practice these techniques on your spouse, significant other or a friend tonight and see how he or she reacts.*

Mark Hiatt is the owner of Colorado Business Leads, Inc. and Just Networking, LLC, companies dedicated to helping business owners and salespeople build strong business relationships through organized networking meetings. He is also the co-owner of H&H Publishing, Inc., a new venture dedicated to the creation and

distribution of networking books and articles. For more information visit Just Networking, LLC, at www.just-networking.com or call 303-791-3237 to create your own networking success stories.

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FROM THE CLASSROOM

KSAs: It's More Than the Resume

By Dr. G. Jay Christensen

The Story Proves Point

When I posed questions about KSAs (Knowledges-Skills-Abilities) in a previous column, little did I realize the impact of KSAs on my students. Five questions were posed, including one about whether students could draw on previous work experience. I had been disappointed with the results on their traditional resumes stressing accomplishments and summary of qualifications (professional summary another name). Still, they needed the experience of weaving a story together to meet a KSA requirement of some government position.

Specific Instructions Were Issued

To my utter surprise the students approached the KSAs with a professional outlook. They began to see the value of a whole page single spaced to answer one KSA. I asked them to find at least three KSAs for one particular government position. They then chose one KSA they thought could be handled. At first, they balked at finding KSAs and often balked at confusing the KSA with a job description. I asked them to pour through several government positions until they found KSAs clearly defined. They should not just guess at what might be termed a KSA. I gave them these specific instructions as well:

*Look for keywords in the KSA.
*Look for a KSA you can handle from previous work experience and knowledge.
*Look for a KSA where you can write a story about your career experience achieving the skill or whatever.

These initial instructions were followed with an in-class exercise of KSA: "Ability to communicate orally." Everyone in all three business communication classes wrote on this KSA, and I glanced at their efforts. First, they did not write enough. Second, they did not say enough. After overcoming these barriers, we were ready for the KSA project, coupled with the regular assignment of a networking memo, traditional resume, thank-you letter for the information interview, and typed questions asked at the networking interview.

Criteria Need Meeting

As I looked at other criteria from a previous column about repetition and complexity, would the students be able to achieve a workable KSA that could be critically graded? Beyond certain students not attempting that part of the assignment and choosing rather generalized KSAs, some of the results proved gratifying. On the papers, I critically wrote: "Needs to create magic. You provided a challenge. You allowed a good context." The strongest KSAs introduced a context of work, created magic in the words, and presented a challenge met by the applicant. To give you an idea of how a student presented Context, I take the liberty of sharing this student's efforts in her second paragraph of a full-page KSA, Ability to Communicate in Writing, for the DEA:

> New artist proposals are the backbone of a music-recording label that is just beginning to find new artists and talent to represent our company. Aside from the physical contact of artist and customer relations that must take place before a proposal is written, the proposal is the first thing that is given to the artist with the intent to represent him or her in the future. The proposals I have written have been detail oriented as well as highly acclaimed by my fellow supervisors. One example would be on an artist, Story of the Year, a new punk/rock band that has toured with artists, such as Linkin Park and Hoobastank.. . .

As you see from the previous example, this student took what she knew best, her working with rock bands, and expanded into a readable and workable KSA. I did clean up some of the mechanics of the proposal, but she wrote the ideas.

Learning Does Occur

What did we learn as business communication classes and professor from this assignment? Students can perform and do more than we expect they can do. They take job searches, even for an assignment, seriously. In my own case, I took the risk to introduce Federal position job searches to show the students the importance of KSAs and the accompanying application to the Federal government. Furthermore, they learned once again how to organize data with vacancy announcements, their social security data (asked not to give their real ones because of privacy issues), their names, and, most of all, listing the KSA at the top of the page. The students began to understand how the Federal government positions require on-time submissions and precise instructions. All in all, they did begin to fully appreciate the job opportunities that exist with the Federal government. No longer will they be apprehensive about whether they can go after a government position listed on the Web. I do think the instructions given on my Web page for doing a Federal resume and the example also helped clarify the assignment (www.csun.edu/~vcecn006/jobsear.html).

Results Prove Story Necessity

Conclusions are possible with this portion of the assignment. The KSA touched a human need to express ideas coherently about whether one meets the skill or ability posed by the job announcement. I will definitely try the assignment in another semester, because the results prove the students need the experience of telling the story to the prospective Federal employer. The KSA is more than just a resume; it is the story of some part of the student's work experience lifestyle.

Dr. Christensen is co-author of On-the-Job Communications for Business, the Professions, Government, and Industry published by Simon and Schuster Custom Publishing. In addition, Dr. Jay prepared over a two-year period a series of 51 websites on business communications teachings and understandings. He is employed with California State University, Northridge. He can be contacted at jay.christensen@csun.edu.

TEAM SUCCESS: FIVE STEPS FORWARD

By Tim Wright

Whether you perform as a solo entrepreneur or member of a full-blown company, your work as a resource provider often involves being part of a team.

Team success comes from teamwork. Team members should work well together; have clear perception of team objectives; divide and coordinate efforts for maximum efficiency.

Teams may do all those things and not succeed. Team success comes from more than "cooperative effort on the part of a group of persons acting together as a team or in the interest of a common cause." (Random House Webster's College Dictionary).

Team success requires excitement, energy, pride, commitment. Team success requires buzz, that sense shared by team members that they have purpose, their purpose has value, and they believe in that value.

The following tips offer ways to enhance your team's buzz. The first two focus on team identity, that common bond that creates a sense of "team."

Create Identity. Allow members to create "team theme" or "team slogan" or "team buzz." Encourage them to construct their own brief, catchy phrase that identifies their spirit and personality (and perhaps their purpose and

intent). It may help to share powerful and well-known advertising tags that identify products (and the teams behind them!).

Spend Money ($25 - $100) on buttons, badges, Post-it™ pads, tee shirts, or baseball caps that identify the team. These identity gimmicks can include team name, key word(s) from team's theme or slogan– whatever! Visual, tangible demonstrations of team identity promote team pride and team motivation. They also stimulate desire for other teams within the organization.

These next three tips take team buzz to an operative level. Slogans and hats and tee shirts stimulate spirit. Good. Putting that spirit to work promotes success. Better.

Hold meetings, formal, regular team meetings. Ensure that every meeting has a viable and valuable reason. Give each meeting content, more than a rundown on what's been going on. (Nothing worse than meeting just for the sake of meeting.) Schedule the meetings frequently to keep the agenda manageable and the meetings lively.

Team Focus. Make the team itself an item on every team meeting agenda. *What is our purpose? How is our focus? What keeps us proud? How well do we communicate?* These types of questions, asked and answered in open discussion, allow the team to grow identity and personality.

Share Ownership. Have team members rotate leading the team meetings. This includes setting the agenda, chairing the meeting, facilitating discussion, and providing necessary follow-up information/assistance. Several benefits flow from this. Leadership development, broadened perspective of the team, and enhanced respect of/among team members are just a few benefits.

You are welcome to download a full 25 Turbo Team Tips at http://www.wrightresults.com/take_charge_tips.html.

TIPS ON TIPS

It's easy to give tips. Lots of books offer lots of tips. (In fact, I'll have one of my own published in a few months.) But sometimes it is easier to think about performing a tip than it is to perform the tip. Here are five actions I've found help me select and activate tips.

1. Carry out one tip at a time. Give that tip leeway to let you see if it works before you discard it or count it as successful, and before you move on to the next tip.

2. Think about the tip from all angles before you apply it. What does it require of you? What do you expect from it? What might get in the way?

3. For the above team tips, involve the team from the start. Rather than giving direction, give ownership.

4. Customize these (or any) tips so they fit you and your team. Any tip comes from the author's experience. Your experience should determine how a tip is manifest and whether it can/will succeed.

5. Help your memory by keeping a simple record of tips that work and tips that don't.

Tim Wright is the President of Wright Results, Inc. and creator of the "Blow the Lid Off Your Performance" program. To learn more, visit www.wrightresults.com or contact Tim Wright at 512-733-6453 or tim@wrightresults.com.

LOOKING FOR MR. MENTOR

By Denette Jones

Can you do the right thing before you know what the right thing is?

Where does knowing what the right thing is come from?

It's no surprise that there is significant value in the relationship between a mentor and a mentee. These special relationships can have a huge impact on your effectiveness as a business professional. Being able to talk about your work with an experienced professional can help anyone – even a CEO – make better decisions. Mentors can help you see things in a way that you might not have thought about. They've all been there many times before, often under diverse and challenging circumstances. If you want to grow as a leader, than you need to get a mentor.

Mentoring is a powerful way to learn various personal and professional skills, expand business skills and see things from another perspective. In fact, mentoring is one of the oldest forms of influence – an effective method for problem solving, support and business direction.

Good mentors are people who have chosen the right profession. They give off a unique aura – the sum of their confidence, the tone of their voice. These are the people you are drawn to, you give them your complete attention when they speak because you don't want to miss out on any valuable information.

Frequently people involved in mentoring do not actually use the term 'mentoring' and instead describe their relationship as influential or learning-oriented. Informal mentoring is probably the most frequent method of relaying knowledge and wisdom; virtually everyone has experienced it. A colleague recently described an interaction she had with someone she deeply admired and respected. "I am completely in awe, almost 'star-struck' when we speak. I want to learn as much as I can, but most importantly, live up to her expectations."

Most adults can identify a person who has had a positive impact on their lives. Some of the best advice I ever received came from my dad. In fact, when I deliver a workshop I frequently quote my father during my presentation. Although, I must admit, when I was given these indispensable tidbits of wisdom… I wasn't paying much attention. It was just within the last few years that I even realized that I was quoting him.

You should seek out and use mentors and role models as your guide. Every time you are faced with a decision in which there appears to be a right and wrong response, just ask yourself, "What would my mentor do?" If you have the least bit of hesitation in running it by your mentor, there is a good chance that you are being tempted to do the wrong thing.

So why do the right thing, when doing the wrong thing is sometimes so much easier, quicker, harder to detect and not to mention, something everyone else is doing?

Bottom line…. because good judgment is one of the four characteristics of successful leaders. Knowing the right thing, and then doing it, is what causes not only success, but also the peace of mind that comes from a well-lived life.

But how do you know what the right thing to do is… and for that matter, how do you know when to do it?

This is where having a good mentor can really help. You can receive feedback that is candid and frank. No sugarcoating, just plain old-fashioned advice from someone that is truly concerned about your individual development.

Personal experience is such a great teacher that regardless of age, peers are often effective mentors. And I for one, can name several people off the top of my head, who have made me stop and think about how and why I was doing something. We are lucky to have such a vast array of colleagues to learn from. There are so many with exceptional skill and thoughtfulness, that you are doing yourself a great injustice if you are not utilizing this wonderful resource. Seek out a mentor and you will be amazed at how the relationship will instill a sense of obligation and responsibility. Though it is sometimes difficult to find someone in whom you can have complete

confidence and confidentiality. If you take the time to cultivate a personal and professional chemistry, you will improve your overall success.

Regarding all my fathers advice, I did recently acknowledge how much it meant to me. At the very least, I had to show him that I really did pay attention (better late than never) to what he had to say. In fact, I put in writing. On Fathers Day I sent a carefully composed letter to my father detailing how much his advice impacted my life, how often I put into practice what he preached, and how much I hoped that I would be the same type of mentor that he has been for me. My dad called to tell me that it was the best Fathers Day gift he had ever received… he had no idea that he had been *my* mentor all these years.

Denette Jones is President of President of Jones Career Specialties. She is also PRWRA Region 11 – Pacific – CA, AK, HI, OR and WA.

AROUND THE WORLD

"I want to work in another country…how do I go about it?"

By Nicole Miller with Jeremy Worthington

The idea of sipping wine in one of the cafes in a little village in Spain seems like a far off dream to many of our clients, however, is the reality of it as rosy as we all imagine? What do you really know about the employment situation of this land, which cannot be envisioned without thinking of bull fighting and sunny beaches? Jeremy Worthington, of Worthington Career Services generously gives us his inside perspective on what our clients can expect.

SPAIN – AN INSIDER'S VIEW.

Unemployment hovers around 9%-11% - About 3 million out of 40 million (Affects young people and women, is mostly long-term, hits hardest at groups with the lowest skill levels and is unevenly distributed among regions and sectors).

Finding a job here is not easy, although is better than it once was - The conservative government in power for the last 8 years made a significant impact as unemployment was at 20% prior to the PP (Popular Party) taking power. Privatization and the service sector helped that. It has not yet been forecasted what the new socialist government will bring (PSOE was elected subsequent to the March 11 train bombings).

Primary medium is CV and includes a simple, summary listing of personal data, picture and job history. I continue to subcontract from US-based firms as in my area, to pay for a CV is unheard of and the rate I would be able to ask for is substantially less than what I bring in subcontracting from the US.

I live in Sevilla - In the Southern part of the country, which is traditionally involved in sectors not in need of what we specialize in the US. Not only that, but as previously mentioned, the spending power is not as great here. Although there is government assistance with placement and temp firms are available, securing jobs is more popular "word of mouth."

Furthermore, job parameters are based on "contracts" meant to protect both the employee and company (Although it doesn't seem to always work out that way). An interesting note, a majority of employees are promised at least 1-month vacation (Depending on the place of work and agreement) as many places shut down for almost the whole month of August.

PRWRA would like to thank Jeremy Worthington, of Worthington Career Services - International for submitting this highlight of job opportunities within Spain. For more details she can be reached at: JWorthi746@hotmail.com

As this year comes to a close, I would like to wish everyone around the globe the wonder and peace that is meant to be within all of our lives. May the upcoming 2005 be prosperous and life changing to us all, and it is my sincere hope that our International organization continues to support all of your efforts in sustaining your clients worldwide.

Nicole Miller, CCM, CRW, CECC, IJCTC

Nicole is the president of Mil-Roy Consultants and VP of International Relations for PRWRA. She can be reached at resumes@milroyconsultants.com.

THIRD AGE BRINGS NEW BEGINNINGS

By Paul Stevens

Third agers, second lifers, grey pathers, baby boomers, seniors, the sandwiched generation and many more labels are being imposed on those who are over 45 by soci-ologists, life coaches, political commentators and the media. These labels often obscure the need to make the second half — indeed, the last half — of our lives a fulfilling, life-extending experience.

The first half of our lives teaches us many things. One is that our life journey comprises an unpredictable mixture of expected and unexpected events — both pleasurable and many less so — as well as non-events, i.e. those we expected to occur but have not.

As we pass midlife, we can find ourselves confronting a range of such events, prompting issues needing to be resolved. These can be an urgency to turn undefined or suppressed dreams into realities; or exploring clear and imaginative part- or full-time retirement plans; being outplaced from our employment and looking for ways to begin anew; seeking to define our purpose away from traditional linear careers towards a range of paid and unpaid activities of choice rather than of necessity; facing the option of voluntary redundancy; desiring new learning of a nature that stimulates our growth as a person, not just for a career advancement advantage; or looking for ways to improve our work-life balance as we experience deleterious effects on our relationships from too much of the former.

Options previously considered impractical are open to evaluation and decision-making freedom. We can resolve to make our own changes without having to attend innumerable meetings as probably occurred in the past and can make them at our own pace. The outcomes could be:

- A holistic plan for my next life stage.
- Pragmatic assessment of what is possible; what is less so.
- Expanded awareness of my options — paid and unpaid.
- Enhanced feeling of being more in control of my life direction.
- Empowered to turn my plans into realities, optimistic and eager to implement.

"Unless a person takes charge of them, both work and free time are likely to be disappointing."
Mihaly Czikszenthmihalyi

Consider just some of the options in Figure 1: Life Planning Options. Any one or a combination of these events are an opportunity to decide on changes, i.e. to allow to happen what may have been put off for many years.

Figure 1: Life Planning Options

Seek full-time employment	Earning income in similar work to your current career.
Seek flexi-work employment	Part-time hours or job share, e.g. two people sharing one job for, say 2.5 days per week each or one works mornings, the other afternoons; or 'slot pooling 'â e.g. five people share three full-time jobs.
Seek work as contractor	Work assignments of a long-term nature as a subcontractor, not as an employee.
Telecommute	Home-based work tasks using technology.
Change career content	Identify new career field via self-assessment and exploration which suits your revised life and career needs.
Seek unpaid work	Apply your energy, motivations, abilities and maturity to volunteer activities providing services to others.
Create own business	Be entrepreneurial and take carefully calculated risks creating your own commercial enterprise.
Seek project or contract assignments	Assignments where you work and earn for a specified period of time.
Seek mentoring role	Apply your learning about life, relationships and work to the guidance of others younger than you.
Enrol in educational course	Engage in studies for the joy of learning and intellectual stimulation rather than as an investment in a career.
Seek portfolio of life-work activities	Use your skills and knowledge in several activities, either income-earning or not.
Negotiate phased retirement	Scale back working hours with current employer.
Bridge employment	Alternate periods of disengagement from the workforce with periods of temporary, occasional or self-employed work.
Take a sabbatical	Take a long break from work and other commitments to pursue a particular interest or enjoy an adventure.

Transition, i.e. the journey

So, how do we move to the next life stage, whether into our consolidating forties, our flourishing fifties, adventurous sixties or serene seventies and reflective eighties?

Changes require transitions, i.e. a journey having several important steps taken in a deliberate sequence in order to cope with them well. As you re-examine your life during this transitional time, you empty or discard what is no longer of importance, sort out what is worth repairing and polishing from what has outlived its usefulness in order to find your essence again. You will then move on to experience a renewed zest for life. Now is not the time to downsize your dreams. It is a time to increase your optimism and be adventurous in your decision making. It is a chance to set priorities about how you will spend your time and allow your playful creative side to expand at the expense of your cautious safekeeping self.

Once you get started, you will experience new insights about yourself occurring at odd times — when you are showering, eating, meditating, driving or walking. That's the nature of things when you commit yourself to this life review process.

Self-assessment is the first step in the life review and renewal planning process. While you may think you know yourself well, it is important to take an up-to-date audit of yourself. Critical aspects, such as your values and preference for using certain skills, may have changed since you previously considered them. Your transition planning will be more effective if you assess thoroughly your personal resources and what you really want in terms of activities, whether paid or unpaid, or a combination of both.

Self-assessment involves asking yourself complex questions while sifting progressively through data about yourself. Allow yourself time to think deeply. Be honest with your responses. An inventory, or aspects of one's self-image as it is sometimes referred to, has been built up of all one's experiences including the successes and failures, good and bad times.

You are now in the process of planning the next steps for your life. You are selecting new activities which incorporate your own balanced plan of leisure, relationships, work wellness and desired new learning You have given yourself permission to look at who you really are and what you want. You can then enjoy the fruits of your preparation and the investment of your emotions and labour. What may some of these fruits be? Here are two examples — mentoring and work options:

Mentoring

Mentoring is an activity that be very rewarding when we are in the second half of our lives. Mentoring provides a way for continued achievement, recognition and value. It involves transferring one's own achievements to the satisfaction derived from helping the achievement of another person who is usually younger. Mentoring is an opportunity to pass on what, over the years we have taken so much trouble to learn. Mentoring is an alliance of two people that creates a setting for dialogue that results in reflection, action and learning for both. It can provide rewards of meaning, fulfilment and usefulness.

World-of-work options

There is new reality about working. We now have the opportunity to see our employment as a series of successive contracts where our relationship with each employer or engaging organisation is a transactional arrangement. This negotiated agreement is for only as long as there is a need for specific work to be done. We can, therefore, be portfolio careerists where we have a portfolio of skills and a portfolio of clients, i.e. employers or organisations either for-profit or not-for-profit or both.

Instead of entering a hierarchical arrangement of job positions, we can be engaged to accomplish specific tasks. We no longer have to fill a position, but match our skills with contract requirements. We used to search for a 'job box' we could fit into. Now we search for a niche — a custom-fit solution using our transferable skills to an organisation's need.

In portfolio working we derive our work satisfaction from accomplishing tasks and the intrinsic motivation that results from this. We can string together a series of work engagements using our different attributes, different sets of skills, knowledge and interests. We can rearrange our employability offerings many times in packages of differing content according to our inclination, personal circumstances and the labour market situation. We can frequently re-cluster and repackage our skills acquired over the previous 25 years or more to meet new opportunities.

As a portfolio worker, we can be engaged as a contractor, job share, freelance, temporary hire, free agent, volunteer or casual. We can grow personally without dependence on one organisation and exercise our new freedom to undertake assignments compatible with our values. We give our allegiance to our professional skills and standards. We are focused on our lifestyle with a symbiotic relationship of consumerism and an ethic to contribute to work with meaning.

Sometimes we may work as a 'satellite' worker from or near our home, on-line through our computers and modems, on client's sites or in a different country from where we are deriving our income.

The framework or structure of a planned portfolio replaces the questionable security of full-time employment. The new structure is an important part of regulating and enjoying life. Income may come from several sources, not one as was the case in the past.

In fact, portfolio working is not new. It is how people earned their incomes before the 19th century.

Helpful events

Making the transition from a full-time career situation in our third age to a range of activities often coincides with other changes in the circumstances of our personal life. Consider the following: Family members leaving can free up the equity in one's home to invest in new ventures. The maturing of children opens up options so that parents can now help them more when needed with their issues and ambitions. Reduced family expenses can allow a different group of activities for self to be considered. The much-travelled business person can now focus on local community matters for perhaps the first time and feel refreshed and purposeful by doing so.

Resources

The process of sorting out oneÕs life priorities alone is far from an easy task. Today the Internet can lead us to information and resources that can facilitate it. For example, an appropriately accredited career and life planning coach can be found through such sites as:

- http://www.aacc.org.au
- http://www.acpinternational.org
- http://www.goinglobal.com
- http://www.aacmp.org.sg

Recently published is the *My Third Age Work and Life Choices* (ISBN 1 875134 51 4) workbook — a resource I have designed to help you with this journey. You control the pace you work through it. You can choose to do parts of it at home, at work, on a personal retreat or on vacation.

My Third Age Work and Life Choices is a structured learning resource, designed to assist you to identify, evaluate and decide about your future activities. Its objectives are to help you with positive aging and renewing your enjoyment of life, as well as assist you with the problems associated with making a transition in your older years.

The portfolio of life-work activities you will create by using this resource will combine each aspect of your life into a plan that you can follow. It will consist of a cluster of activities — unpaid or paid — plus leisure time organised with a thoroughly worked out purpose.

A self-assessment instrument of the card sort methodology, *Portfolio Life-Work Card Sort Kit* (ISBN 1 875134 47 6), has also been designed and published.

For those providing skilled help to third agers, such as career counsellors, coaches, life management trainers, I have designed a training course which can be licensed to approved professionals to facilitate the new learning of their clients. The workshopÕs title is *Third Age: New Beginnings*.

Students enrolled in The College for Career Practitioners — http://www.worklifecollege.org — now have an optional study stream, *Life-Work Coaching of Third Age Clients*. This covers the specific issues those in their third age bring to a counsellor or coach and teaches how to facilitate their resolution.

Procrastination

We often spend too much time thinking about the future and fantasising what our lives could be. We tend to put off the hard work of undertaking the planning and researching, deciding on the goal and getting things accomplished. Yet nothing of any real substance is going to be achieved unless we do it. On the other hand, you should not go through a life review process simply because someone else thought you should. In order to get authentic, sustainable results, you must really want to complete it to arrive at a stage where you can complete the checklist in Figure 2 confidently.

Figure 2: Are You Ready?
To confirm that you are ready to move on in your transition journey, read the following checklist of important actions and confirm that you have completed them:

Self-Assessment

- I have assessed my current situation and inventory of my thoughts about my transition
- I have a list of my paid work likes and dislikes and my reasons for them
- I have a identified what motivates me and my interests
- I have analysed my finances (savings, investment income and expense requirements)
- I have identified how to continue learning

Interpreting Data

- I have a summary of my preferred skills, values and desired activities
- I have drafted a plan of action steps which should provide opportunities for improving life satisfaction

Opportunity Awareness

- I have explored several activities and gathered relevant, realistic information
- I have a list of discarded activities, together with the reasons for my decision to discard them
- I know what work — paid and unpaid — is my target

Decision Learning

- I have defined for myself what aging means to me
- I am making decisions based on what I have learnt
- I have researched, evaluated and decided how I will get where I want to be
- I have discussed my future plans with the significant others in my life

Transition Training

- I have thought out my transition strategy and have discussed the strategy and its rationale with my spouse or partner, career helper or life coach, support group, best friend, mentor or sponsor
- I have the enthusiasm and optimism to put my planning into action
- I know about current technology, e.g. the Internet, Word, Excel, etc. to a proficiency level that I can use effectively on my own, if needed

How do you get started? First of all, if getting started is difficult, you have to approach this procrastination as an obstacle. Once you have recognised it, it should become easier to deal with.

You are going to have to sacrifice some of your free time — and that's a reducing commodity in our lives these days — sit down and do some hard work. How many times have you noticed that once you actually start a project you really enjoy it and become caught up in the momentum that your effort has produced?

You may encounter obstacles, frustration and annoyances during a project of this nature and importance. In the past you may have bought a house, dismantled and reassembled a motor, or prepared for an overseas trip. Any of these would have involved starts, stops and re-starts, difficulties and hard work. But the pleasure you experience when you reach your goal makes most of the obstacles seem insignificant, even humorous on reflection.

Since 1979, The Centre for Worklife Counselling that I founded and continue to manage in Sydney has been helping adults in their career management and life planning and coaching their transition to news ways of working and living.

Recent third age clients who have made significant life management decisions convey a quiet pride in their comments reflecting their feelings of accomplishment:

- Gives me courage to say 'no' or 'no longer' to less important things.
- Doing my financial planning around these will now make sense.

- In my second half I have resolved to be with people who add energy to my life, not with those who take energy away
- I'm not just rearranging my life; I am expanding it!
- My map to passion and purpose!
- Gives me clear boundaries around my three valuables — time, talents, money.
- I'm no longer trapped by the expectations of others or society in an uneventful third age.

Their comments confirm the early 20th century wisdom of Marcel Proust, who wrote: *The real voyage of discovery is not in seeking new landscapes but in having new eyes.* This was reaffirmed by Cesare Pavese who later commented: *The search for a new personality is futile; what is fruitful is the human interest the old personality can take in new activities.*

Paul Stevens, B.Bus., founded The Centre for Worklife Counselling in Sydney in 1979 following a 21 year career in Human Resources Management and The Worklife Network - a national and international affiliation of adult career specialists - in 1986. He wrote his first published contribution to adult career development in 1981, Win That Job!, closely followed by Stop Postponing the Rest of Your Life. Over 35 further titles, booklets and career assessment instruments have been published since, the latest being My Third Age Work and Life Choices and the 3rd edition of his best-selling, The Australian Résumé Guide. To learn more go to www.worklife.com.au.

OUTPLACEMENT OUTPOST

LAYOFF ANNOUNCEMENTS, November & December 2004

United Airlines - *Airlines*
825 workers from customer service and ramp at Denver International Airport. Original source: Arizona Republic

Dow Chemical - *Chemicals*
70 positions in South Charleston, WV. Original source: Charleston (WV) Daily Mail

JDA Software Group - *Computer Software*
167 employees, 96 from development and 50 from consulting services group. Original source: Forbes

Electrolux Home Products - *Consumer Products*
200 positions in St. Cloud, MN. Original source: WCCO TV

State Street Research & Management Company - *Financial Services*
116 workers starting in January and continuing through April. Original source: Boston Globe

Bayer Healthcare - *Healthcare*
110 jobs in West Haven, CT and over 400 in Germany. Original source: Hartford Courant

American Greetings Corporation - *Media*
300 positions, with 175 at HQs in Cleveland, OH. Original source: Akron Beacon Journal

Bombardier Inc. - *Transportation*
2,200 jobs in train-making and production of regional jets in Canada, UK and Germany. Original source: Washington Post

Delphi Corporation - *Automotive*
8,500 jobs in 2005, with 3,000 from US hourly employees and the other 5,000 outside the country. Original source: Fort Wayne (IN) Journal Gazette

General Motors - *Automotive*

12,000 jobs in Europe, up to 10,000 at the Adam Opel AG division in Germany. Original source: Forbes

Lawson Software - *Computer Software*
75 workers concentrated with consultants. Original source: St. Paul (MN) Pioneer Press

Colgate-Palmolive Company - *Consumer Products*
Up to 4,400 jobs, which encompasses the closure of one third of company's 78 factories in the years ahead. Reduction will be concentrated in manufacturing sector. Original source: San Francisco Chronicle

Concord Camera Corporation - *Consumer Products*
1,700 jobs in design, development and manufacturing primarily from China and Hong Kong. Original source: Miami Herald

Domtar Inc. - *Industrial Manufacturing*
880 jobs, which will result in the shut down of part of a Cornwall, Ontario mill. The remainder of the layoffs will be from across Canada and the US. Original source: Toronto Globe & Mail

Best Western International - *Leisure*
480 jobs from call-centers in Phoenix and Glendale, AZ to take place during the first six months of 2005. Original source: Arizona Republic

British Broadcasting Corporation - *Media*
2,500 positions in human resources, finance, marketing, training and other non-programming departments. Another 400 cuts will be made at the company's factual and learning departments. Original source: CNN

Stratex Networks, Inc. - *Telecommunications*
150 employees. Original source: San Jose Mercury News

MASS LAYOFFS IN OCTOBER 2004

In October 2004, employers took 1,241 mass layoff actions, as measured by new filings for unemployment insurance benefits during the month, according to data from the U.S. Department of Labor's Bureau of Labor Statistics. Each action involved at least 50 persons from a single establishment, and the number of workers involved totaled 127,774. (See table 1.) Both the number of events and initial claims were the lowest for any October since October 2000. Data for October 2004 were reported by all states and the District of Columbia, except Vermont. From January through October 2004, the total numbers of events, 12,966, and initial claims, 1,315,320, were lower than in January-October 2003 (15,596 and 1,557,750, respectively).

Industry Distribution

The 10 industries reporting the highest number of mass-layoff initial claims accounted for 37,670 initial claims in October, 29 percent of the total.

Industries with the largest mass-layoff initial claims in October 2004:

Temporary help services: 8,113

Motion picture and video production: 5,673

Hotels and motels, except casino hotels: 4,282

Light truck and utility vehicle manufacturing: 3,859

Professional employer organizations: 3,477

Fruit and vegetable canning: 2,901

Automobile manufacturing: 2,837

Payroll services: 2,388

Farm labor contractors and crew leaders: 2,117

Highway, street, and bridge construction: 2,023

Geographic Distribution

The Mass Layoff Statistics (MLS) program is a federal-state program that uses a standardized, automated approach to identifying, describing, and tracking the effects of major job cutbacks, using data from each state's unemployment insurance database. Each month, states report on establishments which have at least 50 initial claims filed against them during a consecutive 5-week period. These establishments then are contacted by the state agency to determine whether these separations lasted 31 days or longer, and, if so, other information concerning the layoff is collected. States report on layoffs lasting more than 1 month on a quarterly basis.

Among the four Census regions, the highest number of initial claims in October due to mass layoffs was reported in the West, 44,250. Motion picture and sound recording industries, administrative and support services, and food manufacturing accounted for 32 percent of all mass-layoff initial claims in that region during the month. The Midwest region was the next largest, with 35,859 initial claims, followed by the South, with 30,246, and the Northeast, with 17,419.

The number of initial claimants in mass layoffs fell over the year in two of the four regions. The largest decrease was in the West (-24,126), followed by the Midwest (-7,573). The South reported an over-the-year increase of 875 initial claims, followed by the Northeast (+358). Five of the nine geographic divisions had over-the-year decreases in the number of initial claims associated with mass layoffs, with the largest decreases in the Pacific (-23,698) and West North Central (-6,697) divisions. The largest over-the-year increase was in the South Atlantic division (+1,967).

United States: 127,774

Northeast: 17,419

New England (CT, ME, MA, NH, RI, VT): 1,201
Middle Atlantic (NJ, NY, PA): 16,218

South: 30,246

South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV): 15,237
East South Atlantic (AL, KY, MS, TN): 5,750
West South Central (AR, LA, OK, TX): 9,259

Midwest: 35,859

East North Central (IL, IN, MI, OH, WI): 26,965
West North Central (IA, KS, MN, MO, NE, ND, SD): 8,894

West: 44,250

Mountain Pacific (AK, AZ, CA, CO, HI, ID, MT, NE, NM, OR, UT, WA, WY): 40,640

LETTER FROM THE PRESIDENT

Trying to pick something to write about is challenging each month, because there is so much!

Should I point out how well received the new member's only section is on the PRWRA website? How convenient and resourceful it has already become for the members who have had the time to check it out?

Should I provide details on the exciting response we have had so far to our 2005 Las Vegas Convention registration? Perhaps I should share further information on the exciting topics of each of the speakers?

Should I share that the TORI entries are currently under consideration and evaluation to identify the 2005 nominees and winners?

Should I exclaim on how proud I am of our region representatives for their hard work in putting out a terrific new monthly member newsletter?

The bottom line is, if you have been following the weekly email updates, and I hope you have, you already know about all the wonderful things that are happening within the PRWRA that can benefit you, your business, and your clients.

So where does that leave us?

It's mid-December and the closing of one chapter is imminent and the start of a new one is just around the corner. What does that mean? Will the clock strike midnight on January 1 and we will herald in a new day, or will it be a fresh start? I like to think that I try to start each day with a fresh perspective; that I take the time to plan, prioritize, and maximize my time – to take the tiger by the tail. But too often it feels more like I'm improvising and getting by – that good old tiger is chasing me and I can't run fast enough from task to task. That makes it easy not to take the time to count my blessings or thank those who have played a role.

2004 has been a year of learning and lessons, of growth and exploration, of joy and sadness, of new friends and old. I count it all as blessings and an opportunity to put my life, my career, and my future in perspective.

What have I found really matters? *To me it's health, friends, family, security, growth, and peace of mind.* Without these, there is not much meaning to the daily bustling, the successes, or the failures.

Each of you has been a part of the path I have traveled this year, and I am grateful for how much this experience has enriched my life. Your kind words, energy and excitement, ideas and contributions have made PRWRA a positive part of the experience that has made up 2004. So I thank each of you and hope you have found PRWRA to have enriched your life in 2004 as well.

As we rush forward to meet the day, the holidays, and the New Year, I hope each of you has the chance to do so with warmth in your heart, love in your souls … *and money in your pockets.* I hope that we each will take the lessons and experiences of 2004 to make 2005 our best year ever!

Laura DeCarlo

FEDERAL VIEWS

By Cory Edwards

Some recent Federal Times headlines include:
Workers get 3.5% raise, new benefits
More college students seek fellowship slots

There are more and more reasons to offer federal style résumés and federal career coaching to your clients. Kay James, Director of the Office of Personnel Management, states, "The interest in working for America clearly exists among the best and the brightest talent in America."

Writing federal style résumés is easier than private sector résumés and still offers lots of opportunity for creativity and innovation. They are easier because as a résumé writer, you are given a comprehensive job description, loaded with duties, tasks, responsibilities and keywords. Some announcements can be 20 pages long! I know this may seem daunting, but a careful review of the announcement and you have tons of keywords and a very clear picture of the duties involved. With this information you are well armed to provide effective and highly targeted résumés for your clients. Applying for federal jobs also offers lots of flexibility. Often, you are given a choice of several ways to submit applications, from online and email attachments to faxing and sending hard copies.

Some of the current jobs in demand include Budget Analysts, Clinical Nurses, Nurse Specialists and IT Specialists. Let's take a look at the IT Specialist position. This position has the following job description and information:

Information Technology Specialists at BLS perform work involving the development, testing, implementation, and adaptation of computer systems to support a variety of statistical and economic functions.

- Participates in the gathering, documenting and validation of detailed computer system requirements.
- Participates in the development of various types of computer systems by writing computer programs.
- Participates in the testing of individual and/or integrated computer programs.
- Participates in the implementation of fully functional computer systems.
- Participates in the maintenance and support of computer systems that support various BLS functions.

With this information, you can craft a federal style résumé that sets your clients apart and helps them get an interview. Jobs are easy to find and search at www.usajobs.opm.gov. Here you will also find instructions for completing a federal style résumé.

Don't be intimated by the long announcements, instead realize that they provide comprehensive insight and information into the job duties and responsibilities – something that most private sector jobs don't provide.

For more information on crafting federal style résumés, contact Cory Edwards at 703-444-7835 or at resumewriter@aol.com.

MAPPING OUT YOUR ANNUAL MARKETING PLAN

By Susan Geary, CERW

As we close another year and look toward 2005, now is the time to plan your marketing efforts for the coming year. That way you won't have to think up new and innovative ways to contact the press and/or your customers every month. This will keep your name in front of the media the next time they are looking for career experts and story ideas.

January: New Year/New Job. It's time for New Year's Resolutions. Along with the usual diet and exercise promises, are the resolutions to find a new job. Contact your newspapers, TV, and radio stations no later than December 10th with a letter or press release letting them know you're available if they have any questions regarding the job search!

February: TORI Nominations. TORI Nominations will be officially announced in late January! Of course you can't get nominated if you don't enter, so make it a point to enter EVERY year. Once nominated, let your local media know there's an internationally recognized writer right in their hometown!

March: PRWRA Annual Convention/TORI Awards. Make plans to be at this convention! Not only can we score excellent press as a group in Las Vegas, and pick up outstanding business tips, but also you can send out a press release once you're back home. Some local newspapers and business journals are quite good about printing conference attendance in their business sections. You can also send that second press release if you come home with a TORI Award!

April: Contact your local college newspaper and consider placing an ad in the graduation issue. Resumes make great gifts for college graduates! Most schools publish their final issue 2-3 weeks before the end of school. As a side note, **April 11th kicks off Explore Your Career Options Week.**

May: Update Your References Week is the first full week in May. Send out your releases no later than April 10th reminding editors how important it is for every career professional to track down their references and update them once a year. With the job market as volatile as it is, it's easy to lose track of former supervisors and co-workers.

June: Rebuild Your Life Month! Contact the media and pitch story ideas about career transition and returning to work after a long absence.

July: Don't Take a Vacation from Your Job Search! Summertime is when most families move. That means job vacancies!

August: Send out press releases to your local media for Update Your Resume Month (See September.)

September: Update Your Resume Month! Send direct mail pieces to your client list with an "update sheet" that encourages them to contact you! Remind them to think back on all of their accomplishments over the past year and write them down on your update sheet (that has your logo and contact info on it.)

October: National Disability Employment Awareness Month & National "Gain the Inside Advantage" Month. The 23rd kicks off *Celebrate Job Loss Week!* This is a great month to discuss the importance of networking and the new opportunities that job loss brings.

November: Thank your customers! We all have customers we are truly thankful for. Send out a personalized mail merge letter or a greeting card letting them know how much you appreciate their business and referrals.

December: Resume gift certificates make great holiday gifts for new college graduates and the unemployed! Send out pitch letters to your local press and place ads in college newspapers.

Additional Marketing ideas: Send your clients a birthday card, congratulations on the new job card, and a note each year on your business' anniversary date.

The press may not respond to every release you send them. Be persistent, yet polite and keep your name in front of them. Above all be ready to drop everything and immediately be available when they do call. They have a deadline to meet and will keep calling experts until they find one who will speak to them on a moment's notice.

Here's wishing you great publicity in 2005 for your business!

Susan Geary is President of 1st Rate Resumes and VP of Public Relations for PRWRA. She possesses extensive experience in public relations for both radio and television.

CAREER GEMS

Website / Member Orientation Teleseminar:

November's orientation sessions went extremely well. If you didn't get a chance to take part in the eye-opening review of all of PRWRA's member benefits, resources, and tools on our website, then mark your calendar to take part in January's session.

Sign up now for, Wednesday, January 12, 2005, at 3:00 PM Eastern.

Orientation consists of a 45 minute teleseminar during which you will need to be able to view the website while dialed into the group phone call.

To register, send an email with your name to orientation@prwra.com.

Member News:

Boon Sin Teo of Top-Notch Resumes in Singaporean, is PRWRA's newest Certified Resume Writer. Boon Sin also published an article in the December edition of the Resume Writer's Digest entitled, "Six Most Common Resume Sins."

Deana Gonzales of Yuma Private Industry Council, Inc. in Yuma, AZ, is PRWRA's newest Certified Federal Resume Writer.

Daisy Wright, president of Wright Career Solutions will receive notable mention in the 2005 edition of a U.S. college textbook on business communication. Several articles Wright has written on career coaching and career management will be quoted in the fifth edition of the textbook Business Communication: Process and Product, written by U.S. Educator, Dr. Mary Ellen Guffey.

Sandra Lim, CPRW, CECC won Honourable Mention in the 73rd Annual Writer's Digest Writing Competition, which attracted 18,000 entries.

Welcome New Members:

Tutoring Zone, Gainesville, FL

Kathryn Johnson, Resume and Typing Services, Tucson, AZ

Tom Albano, All Star Career Services, Lake Hiawatha, NJ

Welcome Renewing Members:

Marie Cajuste, CV Express, Delray Beach, FL

Kristen Coria, Accounting Paradigms, Hamden, CT

Cynthia Dusseault, Raven Writing Services, Alberta, Canada

Roberta Gamza, Career Ink, Louisville, CO

Joellyn Wittenstein Schwerdlin, A-1 Quality Resumes & Career Services, Elk Grove Village, IL

Wally Keenan, The Resume Connection, Warwick, RI

Patricia Traina-Duckers, The Resume Writer, Edison, NJ

Darlene Dassy, Dynamic Resume Solutions, Harleysville, PA

Alan Kearns, Career Joy, Ottawa, Ontario, Canada

Debra Mills, Pro-CV Writing Service, Scotland, UK

Susan Guarneri, Susan Guarneri Associates, Three Lakes, WI

Deborah James, Leading-Edge Resumes & Career Services, Rossford, OH

Doug Morrison, Career Power, Charlotte, NC

Sharon Pierce-Williams, The Resume.Doc, Findlay, OH

Monica O'Neill, Allstate Insurance, Northbrook, IL

Industry Views:

New Research Tool:

Thanks to Gayle Howard of Top Margin in Australia for sharing the following information as published on November 19, 2004:

Google introduces new research tool

Online search engine leader Google Inc. is setting out make better sense of all the scholarly work stored on the Web.

The company's new service, unveiled at http://scholar.google.com, draws upon newly developed algorithms to list the academic research that appears to be most relevant to a search request. Google doesn't plan to charge for the service nor use the feature to deliver text-based ads - the primary source of its profits.

"Google has benefited a lot from scholarly research, so this is one way we are giving back to the scholarly community," said Anurag Acharya, a Google engineer who helped develop the new search tools.

Although Google already had been indexing the reams of academic research online, the company hadn't been able to separate the scholarly content from commercial Web sites.

By focusing on the citations contained in academic papers, Google also engineered its new system to provide a list of potentially helpful material available at libraries and other offline sources.

Associated Press © 2004

Article Excerpt: Too Busy for Referrals?

Are you too busy for referrals? Recently, Doug Carter, co-author of *Clients Forever: How Your Clients Can Build Your Business* (McGraw-Hill), published the article, "Too Busy for Referrals: Why Your Best Clients Don't Give Your Referrals, and 10 Things You Can Do About It" in the Business Know-How Internet newsletter. In the article, he outlined some eye-popping information regarding why we sometimes do not get referrals from our best clients:

It is as simple as this: if your clients think you are very busy or even too busy, then they may hesitate to share you with others who will take up even more of your time! There's nothing wrong with being busy – we all know it is the lifeblood of a successful business. But, it's important to make customers the feel like we have time for them. Several of the following ideas in Mr. Carter's article are form Dr. Max Dixon, who, over the past 36 years,

has established himself in both the public speaking and entertainment industries as one of the world's leading coaches on communicating more clearly and powerfully.

>> Create a ritual for your day so that when things get challenging or start to fall apart you will be able to maintain concentration regardless of what is happening. Make it simple – your ritual could be just 10 seconds of silence before each appointment to center yourself.

>> Place a deliberate focus on the client. This might be spending an extra two seconds to get up, shake hands, and make eye contact.

>> Concentrate on your speech and make sure you are not coming across with an unemotional, clipped tone. Slow down and take time to enunciate your vowels, which will help you to express yourself with more passion and compassion.

>> Shake it up – try to carry out your conversations at other locations besides behind your desk.

>> Follow Dale Carnegie's advise from *How to Win Friends and Influence People* by taking the time to, "Be a good listener, encourage other people to talk about themselves."

>> Wait two seconds after the person has stopped speaking to respond. That way you will never give off the vibe of "let's get this over with."

>> Take the time to walk clients from the office to the door to show respect and signify their importance.

>> Create a client follow up system to ensure customers feel appreciated and valued. This can include such items as personalized letters, cards, and gifts.

To learn more about Doug Carter, visit www.dougcarter.com. To sign up for Business Know-How newsletter, go to www.businessknowhow.com.

PRWRA Update:

If you saw the 12/13 Member Update email, then you already know all of the following. If not, you might want to take the time to review….

Convention Update

Kudos to PRWRA and a testament to our create convention lineup and location! According to previous year records, we have the highest registration we've ever had this early on. It's going to be our greatest convention yet and we hope you will be joining us. It's the absolute best place you can spend your educational dollars in 2005 to make it your best year ever.

Why? Join us each week as we profile the real life "tangible" contributions that each of our speakers have had on prior clients to learn what valuable impact they can have on you, your business and your career!

Kendall SummerHawk
Hopefully you read the excellent article from Kendall in the update that went out last week. According to Kendall, she "loves helping entrepreneurs make their dreams a reality – to create a business that pays them well for doing what they love!"

Today Kendall was reviewing some of her more recent testimonials and shared one with me that she says is a testament to the results her clients produce: "Kendall, I looked in my QuickBooks program and compared last year to this year. In 2004 I have successfully doubled my income." For more testimonials or information on Kendall, visit her website at www.kendallsummerhawk.com.

For those of us who are entrepreneurs, or just aspire to be in our next career, Kendall's 4-hour Marketing Makeover workshop is a sure ticket to success. She will be covering how to:

- Successfully control a selling conversation – even if you hate to sell!
- Close more clients using her easy 'magic close'
- Create a client capturing website with 3 little known secrets
- Write a simple 3-step marketing plan that gets results.

I hope we'll see you in Las Vegas on March 3rd to make 2005 your best year ever!

Not Signed Up Yet? Take advantage of our Special Holiday Gift!

While Early Bird has ended, it's not too late to take advantage of PRWRA's holiday cheer with a special holiday convention rate. Mark your calendar **– sign up by January 15, 2005, at the Holiday Gift Rate of $415 and save $60 off regular price.**

One Day and Two Day Convention Rate

Are you within driving distance but can't break away for the entire three days, or want to attend a specific day only? **The one day rate is only $195.00 and the two day rate is only $295.00.**

Join us and make 2005 your best year ever!

Monthly Region Newsletter / Region Representatives

November ushered in a new benefit for PRWRA members, and the comments have been pouring in regarding the resource. By now you should have seen the November Region Representative newsletter in your email from your region representative, "Are You Getting All You Can from the Internet?" December is hot on it's heels, and if you haven't seen it yet, you should see it in the next week, "Making the Most Out of Free Technology to Improve Your Vocabulary, Preserve Your Client Files, and Protect Your Computer."

Each month, a different region representative will create an informative article, tool or newsletter that you should receive from your region representative to help you continue to increase your knowledge, experience, and value to your clients.

Do you know your region representative?

Your region representative is available for answering PRWRA related questions, pointing you toward industry resources, and helping you grow in your career. If you haven't met your region representative yet, now is a great time to do so. For a list of regions and representatives, go to www.prwra.com and select "contact us" from the top of the homepage. From here you will find US, International, and Country Representatives and their contact information.

Regions that are "between" representatives fall under my "region" as noted. If you are interested in becoming a region representative or pursuing volunteer opportunities with PRWRA, contact us for more information at volunteer@prwra.com.

Toast of the Resume Industry "TORI" Awards

All the TORI entries are in and we are excitedly going through them to ensure anonymity with the judges. The countdown begins with nominations announced in late January 2005. Awards are bestowed at the banquet and awards ceremony at our Las Vegas convention in March.

Did you know you can enter the TORI competition as early as you want? You don't have to wait for the November deadline to get them in. Instead, prepare throughout the year and submit them when you are ready to toris@prwra.com. That way you can avoid the last minute deadline rush. For more information on the TORI

contest, visit the member's only section of the PRWRA website at www.prwra.com. You will need your user name and password to access this site. If you missed the email with that information, contact us at contact@prwra.com.