

A publication of the ETP Network

Lampighter



Since 2004 Empowering Today's Professionals (ETP) Network has helped hundreds of people successfully land jobs and business opportunities. **It's a known fact Platinum members land jobs quicker**, with over 250 people landing safely in 2009 alone. Combined with **Platinum** member benefits, Rod Colon's "Win the Race for 21st Century Jobs" is a **must read** for anyone who wants to insulate their career from all types of economic conditions.

Win the Race for 21st Century Jobs [Order Book Now](#)

WELCOME MESSAGE

Welcome to our April - May 2010 edition of the Lamplighter. As always, we are energized and excited to share this edition with you. We hope you will continue to support The ETP Network and the Lamplighter Newsletter.



Special thanks to: **Eric Nilsson**, our design layout expert, and **Barbara Daisak**, our proofreader (for their valuable help in putting this edition together), and our **contributing writers** (for their informative articles).

Many thanks to our readers especially to those who filled out the **Lamplighter Satisfaction Survey**. We encourage you to continue doing so to help us continue producing meaningful newsletters. In response to some of your suggestions and requests for “Ice Breaker” materials, we are presenting you with the following **new features**:

- A cartoon of the ETP Network Bunny pulling his Networking tools and techniques (front page).
- A mixture of one-column and two-column layouts.
- Easy navigation within the informative articles of the “*Alchemist’s Arcanum*” section.
- For baseball aficionados, enjoy the “*Play Ball*” column.
- A compilation of Major Holidays and Events for the months of April and May.
- A touching story for Memorial Day in the Awareness Corner.

Featured Columns:

- [“Benefits of the ETP Membership”](#)
- Chip Hartman’s - [“Trust Matrix “](#)
- [“CEO of ME, INC - Glossary of Terms”](#)
- Bruce Newman’s - [“The 4S’s- - Why Every Social Media Marketing Campaign Needs Them”](#)
- Dom Fruges’s - [“Resources for the Hidden Job Market”](#)
- Aida Rodriguez’s [“You Created It - You Own It”](#)
- [“Building Your Personal Brand”](#)
- Eric Nilsson’s Compilation [“Alchemist’s Arcanum”](#)
- Barbara Daisak’s [“Tech Tip”](#)
- [“Tech Tip Member Bonus”](#)
- Eric Nilsson’s [“ Crossword Puzzle”](#)
- Jerry Clifford’s [“I’ve Met You, So What?”](#)
- Mala Subramanian’s [“If I don’t know who I am, how can I explain myself to someone”](#)
- Richard Kroh’s [“Think you’re Alone - Think Again”](#)
- Orietta Ramirez’s commentary - [“Millions of Unemployed Face Years Without Jobs”](#)
- Eric Nilsson’s [“Play Ball”](#)
- Awareness Corner - [“In Remembrance of Memorial Day”](#)
- [Answers](#) to Crossword Puzzle
- Meet the Lamplighters

We hope you will enjoy reading the newsletter as much as we have enjoyed putting it together for you.

Happy Easter and Happy Observance of the various holidays and events for April and May 2010!!!

Compiled by Eric Nilsson

	HISTORICAL FACTS
April's Fool Day (4/1)	Its origin is uncertain. Some see it as a celebration related to the turn of the seasons, while others believe it stems from the adoption of a new calendar.
Easter Sunday (4/4)	Observed in all Western Christian churches, Easter commemorates the Resurrection of Jesus. It is celebrated on the first Sunday after the full moon that occurs on or next after the vernal equinox (fixed at March 21) and is therefore celebrated between March 22 and April 25 inclusive. This date was fixed by the Council of Nicaea in A.D. 325.
End of Civil War (4/9)	This was the primary reason for the concept of a day of Remembrance.
Lincoln's Assassination (4/14)	At the play "Our American Cousin", John Wilkes Booth assassinated President Abraham Lincoln, bringing to a close the upheaval of the Civil War.
Tax Returns Due (4/15)	This is arguably the most important and frightening day in this list. Taxpayers must file tax returns (some simple, some complex) by this date in order to avoid penalties.
Sinking of the Titanic (4/15)	This was the "unsinkable" ship and is known in story and movies. It is also the first time SOS was used for a distress, when a wireless message was sent to the Carpathia. The Carpathia arrived too late, but did save some of the survivors,
May Day (5/1)	Although celebrated with far greater fanfare in other countries, May Day in the United States is a celebration of Spring as well as a day honoring organized labor.
Cinco de Mayo (5/5)	Cinco de Mayo is often referred to as Mexico's Independence Day, but actually marks the 1862 battle in Puebla when a small, outnumbered Mexican army defeated the French, a turning point in Mexico's struggle for independence. Ironically, it is a holiday that is in fact more beloved by Americans than by Mexicans.
V-E Day (5/8)	VE-DAY marks formal celebration of the Allies' victory in Europe during World War II.
Mother's Day (5/9)	Observed the second Sunday in May, as proposed by Anna Jarvis of Philadelphia in 1907. West Virginia was the first state to recognize the holiday in 1910, and President Woodrow Wilson officially proclaimed Mother's Day a national holiday in 1914.
Ascension Day (5/1)	The Ascension of Jesus took place in the presence of his apostles 40 days after the Resurrection. It is traditionally thought to have occurred on Mount Olivet in Bethany.
Shavuot (5/19)	This festival, sometimes called the Feast of Weeks, or of Harvest, or of the First Fruits, falls 50 days after Passover and originally celebrated the end of the seven-week grain-harvesting season. In later tradition, it also celebrated the giving of the Law to Moses on Mount Sinai.
Memorial Day (5/31)	Memorial Day became a federal holiday in 1971 and is observed on the last Monday in May. It originated in 1868, when Union General John A. Logan designated a day in which the graves of Civil War soldiers would be decorated. Originally known as Decoration Day, the holiday was changed to Memorial Day within 20 years, becoming a holiday dedicated to the memory of all war dead.

[Return to Top](#)

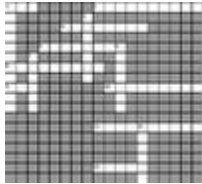
Lamplighter Columns



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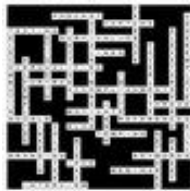
[Benefits of an ETP Platinum Membership](#)



[Crossword Puzzle \(Created by Eric Nilsson\)](#)



[The Alchemist's Arcanum \(Compilations by Eric Nilsson\)](#)



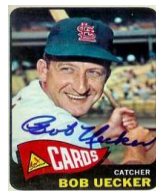
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[Barbara Daisak's Tech Tip](#)



[Member Bonus](#)



[Play Ball!](#)



[Awareness Corner](#)



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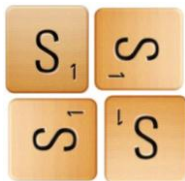
Featured Columnists



[The Trust Matrix](#)
Chip Hartman



[CEO of ME, Inc - Glossary of Terms](#)
Rod Colon, Carl Reid, Chip Hartman, Thomas E. Kenny



[The 4 Ss - Why Every Media Marketing Campaign Needs Them](#)
Bruce Newman



[Resources for the Hidden Job Market](#)
Dom Frúges



[You Created It –
You own it!](#)
Aida Rodriguez



[I've Met You. So What?](#)
Jerry Clifford



[If I don't know who
I am, how can I
explain myself to
someone?](#)
Mala Subramaniam



[Think You're Alone? Think
Again!](#)
Richard Kroh



[A Commentary by
Orietta Ramirez](#)
Orietta Ramirez

Mission Statement

The ETP Monthly Newsletter, Lamp Lighter, is written by ETP member volunteers who are sharing their unique experiences and timely topics with the ETP membership.

Lamplighter Survey

The ETP Network would like to hear from you readers about this newsletter.

Please take a moment to enter your views in our survey at [Lamplighter Survey](#).

Contact Information:

Contact us with your comments and suggestions at Lamplighter@etpnetwork.com

[Return to Top](#)



Benefits of ETP Platinum Membership

Question: Why do ETP Network **Platinum** members land jobs or business opportunities quicker?

Answer: In addition to the free monthly career management [advanced training call](#), free [smart radar](#) subscription, **Platinum** members have unlimited access to **document**, **video** and **audio** training libraries.

Document Reference Library	Video Training Library
ABCs of the Job Search	Networking vs. Selling
HOPE is Built on Your Relationships	
7 Step Job Search	
Professional Networking 101	High Impact Networking
Career Backup Plan	
Developing the Known Network	
Job Aid - Executive Summary	Success is a Team Sport
Securing the Interview	
Quick Tips on Interviewing-English	How to use the Career Management Swiss Army Knife toolbar
Building Your Case	
Quick Tips on Interviewing-En Español	
The Trust Matrix	More training videos in development . . .
Steps to Career Backup Plan	
You're Hired. Now What?	

[Continued on next page](#)

[Return to Top](#)

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50 plus recorded training conference calls . . . including

7 Step Job Search – Rod Colon

I'm On LinkedIn. Now What? - Jason Alba

How to Turn Small Talk into BIG DEALS – Don Gabor

Career Management Q & A – Thomas E. Kenny

How to Acquire Advocates

Being Your Best

Career Marketing

Winning Salary Negotiations

Targeted Resume

Developing a Value Proposition

How to Develop a CEO of ME, Inc. Mindset

T-Letter Executive Summary

Being Your Best

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[Return to Top](#)

The Trust Matrix

By Chip Hartman



Each of us has a personal story to tell about why we decided to join the ETP Network and learn its fresh new approach for building trusted relationships with others. For some, it's the excitement of keeping pace with social networking and its impact on business and technology. For others, it's the dismal failures and disappointments associated with the "black hole" network where we learned that countless hopes and dreams can vanish into the void with a simple click of the SEND button. For some, it's a subtle combination of the two.

But regardless of the reason for joining, there are still certain aspects of membership that occasionally need to be reexamined so that we can all benefit from the inherent value each person brings to the group. It's time for us to remind ourselves that the heart and soul of networking is the building of connections, and those truly meaningful connections — relationships — are always built on trust.

From an ETP Network perspective, the definitive word on the topic of trust is provided by Stephen M. R. Covey in his book The Speed of Trust (Free Press, © 2006), in which he presents trust as a kind of Rubik's Cube that correlates the dimensions of character, competence, credibility, capabilities, integrity, and respect. For those who are serious about incorporating the ETP Network's core values and principles into their daily lives, there is perhaps no more important book to read while spending some quality time with your favorite highlighter.

This article deals with what might be considered a spinoff concept called the Trust Matrix. The Trust Matrix is a way of thinking about the role each of us plays within the ETP Network and how our daily actions either help to build trust (creating trust equity) or wear it away (creating trust deficits).

Some Basic Assumptions

To understand how the Trust Matrix works, let's begin by laying out some fundamental assumptions about ourselves as a collection of individuals:

- We all have different wants, needs, and desires (W/N/D).
- We are all at different stages in our personal career management or career transition journeys.
- We all have different personalities and therefore probably gravitate to different styles of networking.
- We all have different expectations for what the ETP Network can or will do for us.

Why We Become Members

With those assumptions in place, let's now examine what draws us to the ETP Network in the first place. There are probably just as many reasons as there are members, but for most of us, these three top the list:

- For those of us in transition, we're tired of the "black hole" network's failure to produce any remotely meaningful results.

- We like the prospect of building relationships and recognize both the short and long-term value of developing connections built on reciprocity as opposed to the outmoded methods built on flimsy, disposable, dead-end acquaintances.
- We like the idea of having a social safety net as we venture out into our individual career management adventures.

Fundamentally, we are drawn to the ETP Network because it offers a new way to approach networking, a way based on the gradual but persistent building of trust. We learn early on that the bond of trust between any two individuals is the glue that forms the basis of a relationship, and that the relationship, if it's meant to last, requires constant nourishment so that the day-to-day exchange of trust transactions between members is always honored, preserved, and revered as one of the highest ideals of membership.

An Individual Experience and a Shared Experience

As we start to embrace the notion of being a valued cog in a giant wheel of friends and associates, we begin to realize that it's no longer accurate to view our niche in the network as just a solitary, individual experience. Although we never lose our individual identities, we are now, by definition, interconnected — and, for better or worse, interdependent too.

Despite our individual differences, we now find ourselves pooled together in a Warm/Trusted Network made up of a large and diverse group of members. As such, we have some new responsibilities, both to ourselves and to each other.

- As a shared experience with obligations to both ourselves and to others, we conduct our networking activities with an implicit agreement that we will make the best possible attempt to adopt the new networking and career transition methods as outlined on Rod Colon's numerous conference calls and in the organization's core documents so that we can make them work and produce meaningful results not only for ourselves but for those to whom we build connections.
- Since the ETP Network's core values are built on the establishment of trust, we now have an obligation to build, with every available opportunity, good solid "trust equity" in our everyday dealings with each other. There is no room for overt selfish behavior since most of us find that to be one of the highest, most brazen forms of disrespect and a full 180 degrees out of phase with the ETP Network Mission statement. Our attention needs to be balanced between a healthy, normal regard for our own needs and a new emphasis on how our specific talents, abilities, skills, and assets can contribute to meeting the needs of others and the well-being of the group.

How Do You Build Trust Equity?

It's important to understand that once you join the ETP Network, your actions and behaviors carry a significant level of consequences simply because you are gradually becoming more and more involved in the lives of others. It's very much like leaving a trail of trust transactions behind you wherever you go that's visible not only to those with whom you interact directly but those who learn of your reputation by association. Without ever intending to do it, your interactions with others leave a kind of *trust fingerprint* that's visible across the network so that others gradually learn how to measure your integrity, reliability, and willingness to reciprocate. Based on their assessments, they decide if you are worthy of their cooperation, respect — and, of course, trust.

How do we build up trust equity within the network? The biggest single act of trust-building one can ever perform comes directly out of The Speed of Trust: Determine a value-added reason to make a commitment to someone and simply keep the commitment. Then do it again. After that, do it again. Then do it yet again. And keep doing it, constantly. Using this “Make-Keep-Repeat”¹ cycle practically guarantees a sharp increase in your trust equity.

Let’s remember that as you keep commitments, especially the tough ones requiring an often inconvenient expenditure of time and energy, word of your trustworthiness gets passed along the communication pathways of the network. Your trust profile can easily start to take on characteristics of world-class dimensions when you expend energy to help others and you do it consistently, reliably, and with unquestionable integrity. Beyond that, if you really want to ratchet up the trust accolades, do all of those things but be sure to do them with genuine humility. Recipients of such extraordinary treatment will probably line up at your doorstep — not to ask for favors, but to present opportunities.

How Do You Lose Trust?

It’s far easier to lose trust than to acquire it, but the truly bad news is that, while losing it occurs as a fleeting effortless moment, recapturing it — at least back to its original levels — can seem like climbing Mt. Everest with a backpack full of bowling balls.

Let’s examine some broken trust scenarios to see how a few ill-considered actions cause substantial damage to an ETP Network member’s trust profile. As you read these items, try to keep the full irony of the situation in proper perspective: As members of a social network, the bond of group responsibility pulls on all of us with equal force, yet in a moment of weakness, loss of composure, or a sudden and overpowering urge for the quick fix, we can suddenly lose sight of our niche within the community and do severe damage to our trust equity, equity that may have taken months to build. We’re then forced to expend an inordinate amount of time and energy to recapture it, if that’s even possible.

1. Magic Bullet

It’s terribly easy in today’s age of information overload to fall victim to the allure of the magic bullet. This typically happens when someone, usually under great stress and perhaps otherwise well-intentioned, caves in to the pressure of finding the easy way out of a particular networking challenge. It usually takes the form of a careless phone call or e-mail message in which members clearly step out of bounds with regard to the ETP Network’s core values of integrity, respect, responsibility, and compassion and can make them appear smug, aloof, brazen, presumptuous, self-absorbed – even imperious and condescending.

Magic Bullet people have trouble accepting the fact that the ETP Network has processes in place for establishing good, solid connections. They become agitated, abrupt, and occasionally flat-out rude when they discover that these processes will not be circumvented just to fit their specific timetable.

They also tend to forget that there’s another ETP member on the receiving end of the hostilities, and that the recipient will be completely justified in viewing the offensive behavior as a breach of trust, especially if the use of procedural shortcuts seems to be part of a new and disturbing pattern.

Worse, there are no internal rules preventing victims from sharing the unpleasant incident with other members, so gaining a reputation as a Magic Bullet person is tantamount to committing networking suicide.

2. Entitlement Mentality

This method of trust degradation occurs when someone chooses to remain stuck in the old, traditional “employee” mind set instead of gradually migrating to the new paradigm of being the CEO of his or her own business. Those who remain predisposed to wearing an “employee’s hat” have a strong tendency to feel entitled to receive a certain type of treatment, usually related to the preservation of stature they once held within a company’s organizational structure and having little to do with actual accomplishment or proven competence.

True CEOs do not allow themselves to be perceived in this manner since a dependence on entitlements reveals weakness and an inability to take care of one’s own affairs. Those who abuse trust by indulging in the Entitlement Mentality often do so by making absurdly self-centered requests of others that, tragically for them, tend to have the effect of broadcasting their audacity — and their insecurities — all in the same breath.

3. Reciprocity Failure

There are people out there who have a tough time with reciprocity. They just don’t get it. Although it’s not a complex principle and although it’s highly unlikely they don’t grasp it, they nevertheless have a great deal of trouble practicing it.

Unfortunately, within the operational framework of the ETP Network, reciprocity is the transactional currency that members exchange in order to build trust and develop relationships. As relationships develop, we can’t use cash, credit cards, or PayPal to ensure their continued success. Networking currency is built on the trust standard, not the gold standard.

Those who fail Reciprocity 101, especially in a team environment where the natural rhythm of give-and-take has already been adopted as the norm, quickly lose the respect and trust of others. They allow themselves to be branded as an unreliable, bankrupt link in the chain.

4. Deception or Hidden Agendas

Deception and hidden agendas represent a special type of poison for relationships that have managed to build up moderate levels of trust equity over time. This behavior mechanism is particularly insidious because those who become victimized justifiably feel a sense of betrayal once the deception is exposed. The response can range from bitter disappointment to undiluted outrage.

Willful deception is not a minor offense. In all of the ways in which trust can be damaged, this is one that almost always provides the most difficult path back to restoration since it is rooted in a willful disregard for the rights and feelings of others.

Of course there are people who just have a difficult time expressing their intentions well, and they can certainly be forgiven and coaxed to improve their communications skills. Some just

misstate an occasional fact or two, so no real harm is done. But for others, sorry to say, duplicity and deceit are hardwired into their genetic makeup and couldn't be removed with a fleet of bulldozers.

It's worth pointing out that hidden agendas have a nasty habit of exposing themselves in the most embarrassing and inopportune ways. Those who deal in deception very often find themselves publicly humiliated when the truth eventually illuminates their dark side. Bottom line: Garbage in, garbage out.

5. Withholding Information, Communication Failure, Gossip

Being a reliable conduit of good, dependable information is the mark of an esteemed ETP Network member. The flip side of this is willfully engaging in the spreading of misinformation or information that is known to be suspect or questionable.

The behavior of regularly dealing in the spread of questionable information is gossip, and gossip plays fast and loose with the bonds of trust. Some researchers actually believe gossip in the workplace is a form of violence, an actual form of attack. This is because offenders often feel they must emote frequently, aggressively, and with no regard for diligent fact-checking. Workplace e-mail is one of their favorite weapons; ironically, it's also one of their biggest trapdoors since more and more companies are adopting a zero-tolerance policy on using e-mail indiscriminately and irresponsibly.

6. Closed-Mindedness

Although all of these trust-busting scenarios weaken or destroy bonds of trust between members, some are notable for their ability to cause genuine hurt and pain. Closed-Mindedness is not one of them.

Closed-Mindedness is practiced by those who are totally and completely inflexible about certain matters and could not be encouraged to examine an opposing viewpoint if they were offered weekly shipments of gold bullion direct from Fort Knox. Their single-minded 'exclusionist' view precludes them from even considering alternatives and options.

As a link in the ETP Network chain, those who practice closed-mindedness cause a great deal of frustration and anger on the part of those who've just received the latest tirade of inflexibility. What makes this an anger event instead of a pain event is that no one ever believes there can actually be people out there who are so rigid in their beliefs and averse to giving even minimal consideration to other points of view.

The questions that trigger the anger response go something like this:

- How can this person ever believe he/she will ever be taken seriously – about anything?
- With that level of inflexibility, how is it possible to conduct even the simplest business with them?
- If there is an unwillingness to budge from one's point of view, ever, about anything, then why would I want to invest any trust in such a person?

The answers, of course, should be quite obvious.

Conclusion

Trust is one of the most important things that keeps people bonded to each other in meaningful relationships. It is earned in small but continuous fragments, often over very long periods of time. Once built, it becomes the defining characteristic of almost all human relationships. Once lost, it can be extraordinarily difficult, though not impossible, to win back. A wise approach to networking must always involve paying careful attention to the hard work we must perform to earn the trust of others and the countless ways in which it can be squandered.

¹ The Speed of Trust, Covey, Stephen M. R., Free Press, New York, London, Toronto, Sydney; page 288

Chip Hartman is a web communications specialist based in Montville, NJ. As an employee of AT&T Public Relations, he was part of the team that designed and developed AT&T's first intranet news portal, [The InfoCenter@AT&T](#) ^(SM). He's written numerous articles and designed web sites for AT&T's internal organizations such as AT&T Business Services, AT&T Consumer Services, Network Services Division, and AT&T Labs. He was awarded the 1998 NJ-IABC IRIS Award for his work on [The InfoCenter@AT&T](#). Chip co-authored the new book "[Win The Race for 21st Century Jobs](#)". Chip is the Managing Partner of MeridiaSystems.com, LLC, a company specializing in high-impact visual communications and online marketing, branding, and advertising www.meridiasystems.com.

[Return to Top](#)

CEO of ME, Inc

Glossary of Terms

Developed by Carl E. Reid, Tom Kenny, Chip Hartman and Rod Colon

Here's a collaboratively developed tool for publishing.

The CEO of ME, Inc. glossary of terms can be added as an additional career management tool. If you look at a ruler, 1/8 (one eighth) of an inch is a very small distance. Being the CEO of ME, Inc. only requires **1/8 of an inch thinking**. It's a very small adjustment that makes a BIG 360 degree difference between **thinking like an employee** that lives from pay check to pay check and **managing your career as a profitable business**. This glossary is a "work in progress". Suggestions for adding more words to the glossary are welcome.

EMPLOYEE TERMINOLOGY

Employer
Employee
Interview process
Job offer
Job search
Landing a job
Employee evaluation
Employee manual

CEO of ME, INC. TERMINOLOGY

[1 of Several Clients](#)
[CEO of ME, Inc.](#)
[Selling](#)
[Negotiable Offer](#)
[Open to Opportunities](#)
[Closing a Deal](#)
[Business Plan](#)
[Learn the rules. Then make the rules work for you and your team's advantage to meet](#)

Email, Telephone,
Dress code, Speaking
Pay check / Salary
Responding to a
job opening
Cover letter
Resume
Organizational chart

Pitching an idea

Networking
Being a team player
Interview
Keeping people in the loop
Employee who thinks like an entrepreneur
Asking for a raise

client requirements.
Marketing Tools

1 of Several Income Sources/Profit Centers
Provide a Value Proposition

Executive Summary / T-Letter
Targeted Skill / Product Offering Brochure
Business Intelligence to
Key Players
Making a presentation that sells benefits and
tunes into client's WIIFM
Cultivating mutually beneficial relationships
Collaborating
Business Meeting
Expanding Your Sphere of Influence
Intrapreneur
Renegotiating a Contract

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[Return to Top](#)

The 4 S's - Why Every Social Media Marketing Campaign Needs Them

by Bruce Newman



Developing a social media marketing campaign has become more demanding as social media technology and popularity continues to evolve. This seems counterintuitive at first since there are more tools

and more people. However, it also means that there are more people trying to reach and influence each other. It therefore takes knowledgeable and effective strategizing to create an effective social media marketing campaign. In short, it requires the 4 S's – Social, Sharing, Sustain, and Strategize.

Social

The first rule of social media is to be social. Your communications must be positive, knowledgeable, incisive, thoughtful, etc. It is okay to provide some negative comments provided they are appropriate. They just must not be nasty, racist or insulting. Think of when you go to a party and meet new people. The appropriate behavior you display is similar to your online behavior.

When you are building and maintaining your social networks, you must be social.

Sharing

The purpose of social media is sharing; “pay it forward”. By providing information and good, relevant content, you provide the basis building up your contact network and branding yourself as an expert of your particular specialty. Since each social media platform has its own “personality” and followers, it is important to distribute your content across numerous platforms. In this era of proliferating social media platforms and subscribers, it is important that you utilize social media sharing to share your information with as many people as possible.

Sharing of information that helps brand you as an expert and increases the size of your networks should be provided across multiple social media platforms.

Sustain

The rule in advertising is that people need to hear, read or see a product seven times before it makes a lasting impression. In social media, this number is impossible to track and largely irrelevant.

What it does denote, however, is the importance of remaining in front of your target audience. This is accomplished by providing a sustained and consistent effort. Blogging once a month is insufficient. One of the key components of a sustained effort includes scrutinizing various analytics to determine which strategies are effective and which are not. (Scrutiny can almost be considered as the “5th S”.) Optimally, a blog post created twice a week coupled with sustained effort commenting, asking and answering questions on several social media platforms is far superior.

Sustaining your presence on multiple platforms will help enhance your social media presence, the size of your network and your credentials as an industry leader.

Strategy

In the past few years, the social media realm has grown from a small number of participants to hundreds of million people, many of whom use it daily for extended periods of time. Given the ease of setting up an initial account and the huge number of subscribers, the difficulty of achieving an effective – and sustainable – social media presence has rapidly increased. It's nice to fantasize that a campaign will somehow go viral. Unfortunately, it's becoming increasingly unlikely as that percentage continues to diminish. In place of this dream is a campaign that incorporates SEO, possibly some type of paid advertising, blogs and social media to achieve a client's specific goals. An effective social media strategy takes significant planning and time to implement. It does not happen overnight. However, if

effective it will provide substantial and recurring results, usually at a far lower cost than traditional media campaigns.

Utilizing an effective social media strategy across multiple blogs and social media platforms will achieve specific goals.

By adhering to the rules of the 4 S's - regardless of the product, service or goals you are promoting, you can help ensure the success of any social media marketing campaign.

Note: keywords: 4 S's, social media, social media marketing, social media marketing campaign, social media strategy.

Bruce Newman is the Vice President at *The Productivity Institute, LLC*, and a leader in locating, evaluating and matching the specific areas of expertise of consultants to the needs of its clients. An expert on social media, Bruce constantly writes and gives talks on many facets of social media including branding, social media strategies and policy. He has also developed several social media programs including *Social Media Policy* and the *Social Media Starter Kit*. Bruce can be reached at: info@prodinst.com.

[Return to Top](#)

Resources for the Hidden Job Market

By Dom Frúges

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1. One thing I thought about is when a company has a major PR announcement. Perhaps follow up with management to see if there are new job leads.
2. Follow up on info from webinars -- who spoke, what company, any new HR needs.
3. Talk about your successes on LinkedIn, Twitter. What can you do for a prospective company?
4. Publish if you have something valuable to say.
5. Network through charitable organizations -- gain contacts.
6. Twitter valuable content -- articles, reports, white papers -- build up your TW follow list.
7. Unfortunately, not happening now but -- follow business real estate deals. Who is opening a new HQ, regional office, etc.?
8. Look for business stories on biz-related web sites --- any new product concepts coming?
9. Look for entrepreneur networks or events -- who needs help?
10. Trade shows in your industry -- walk the floor.
11. Look for business-related groups that offer "Breakfast Meets" or "Lunch and Learn" events. Network through them.
12. Have 30-60-90 second versions of your elevator pitch ready for either a job-specific or industry-specific.

Dominic Fruges is a resourceful Marketing Management professional, who has proven experience with the development and delivery of marketing programs, tools, and ongoing communications. He has bridged the gap from classical marketing to Internet Marketing. He is ideally suited for organizations that need project management and leadership. He is a creative, strategic thinker, who combines strategy with real-world sales experience to deliver solutions for products or services. He has significant and broad-based background in high technology industries (telecom, IT, software) where he lends value to the sales and marketing experience. Successes include market development, product launches, innovative marketing collateral, and channel support. Sales experience includes consumer and business-to-business environments utilizing individual or team selling.

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You Created It – You Own It!

By Aida A. Rodriguez

Personal Branding



It is the image you project to the world and the way people perceive you as a person. Your brand is your reputation – the combination of personal characteristics, values, strengths, skills, and interests that separates you from your associates.

Personal branding consists of two types: external branding and internal branding.

External Branding

External branding is how the world sees you. It is something you cannot avoid. As you meet and interact with people, they automatically form a mental picture of you and connect you with certain labels often instantaneously. In some ways it's outside your control, but you obviously have some influence over it. Your being labeled by people is unavoidable and people likewise can't avoid labeling you. These labels become part of your personal brand.



All your actions, how you dress, talk, what you eat, the company you keep, your family, and the nature of your work are summations about you that people perceive as part of your personal brand. You have a choice to decide what to say or write or how to act to create a certain image. Your projected image will affect what others think of you and how they might choose to deal with you. To project an image, you must bear in mind the following:

- Project an external image that best reflects who you really are. Be honest with yourself.
- Projecting a false image of yourself will reflect a lack of acceptance of who you are.
- It is valuable for your projected image to fit who you really are.
- Be aware of how people see you to help you identify your blind spots. You can work on these blind spots to help you become a better person.

Internal Branding:

Internal branding is what you think of yourself. How would you describe yourself? Now ask yourself if your internal personal brand matches the external brand you project to others. Expectedly your internal brand and external brand will be different from each other. These differences can help you grow into a better person.

Personal Branding is not all about your creating a superstar image. It is about a genuine self image that is backed by honesty and integrity. It's about building your credibility by sharing your knowledge and capability with others.

Bear in mind that there's room for growth and changes in your personal brand, as you develop and your goals and wants change.

Personal Branding defines your value proposition and helps communicate it to your target audience. It will always be critical to job search, business development, and personal development.

References:

- Steve Pavlina Personal Branding, February 18, 2008
- Meg Guiseppi, personal branding expert. blogger [Executive Career Brand](#)
- [@TimsStrategy](#) – blog and tweets

BUILDING YOUR PERSONAL BRAND

Posted In: **PERSONAL BRANDING, QUICK TIPS, SOCIAL MEDIA** (@TimsStrategy)
Kevin Liebl, High Tech Marketing Expert , Blog: **The Marketing Evolution**

Steps in Building Your Personal Brand



- Define your Objective – Assume you are trying to create a professional brand to establish you in your chosen field. Be as specific as possible (e.g., project manager in small or medium sized technology firms).
- Once you have established your professional brand, choose the right venues to promote your brand.

Some of the best tools for building a personal business brand are as follows:

Social Media

- **LinkedIn** – This is the single best tool at your disposal to define your business brand. Fully build your [profile](#) and keep it current.
- **Facebook** – Determine quickly if you are going to separate your business brand from your personal brand. If you don't want business associates seeing your college photos in Mexico, then secure your Facebook page or keep it professional.
- **Twitter** – The power of Twitter is only beginning to be defined. Create a [Twitter feed](#) and use it to define your brand and cross-link back to your other online sites.
- **Blog** – Your [blog](#) becomes your online profile. Make sure you cross-link between your blog, LinkedIn, Twitter, and other online sites.
- **VisualCV** – This is a powerful tool to create an [online resume](#), separate from your LinkedIn profile.
- **Email Signature** – This is often overlooked. Create an email signature with hyperlinks to your LinkedIn profile, Twitter feed, VisualCV, and blog.

Physical

- **Resume, Biography, Transition document** – These are all useful documents for different audiences. The transition document should be a single page targeted at people you will network with who may be able to help your career.
- **Business Cards** – Create a separate business card from your full-time job that defines your brand. Include all your social media contacts (e.g., LinkedIn, Twitter, Blog, etc.)

Face-To-Face

- Never forget the importance of face-to-face communications. We sell ourselves best in person, not online or on the phone. Make sure that you attend networking events, find opportunities to speak on panels, and simply meet with colleagues 1-on-1 from time to time.

Implement your Plan

Now that you have defined your objective, messaging and tools, it is time to implement. My advice is to set realistic goals for yourself.

It is easy to get overwhelmed. Start simple and build from there. Once you begin, listen to the feedback. Is your LinkedIn profile getting traffic? Are your blog postings resonating and getting comments? Learn from the feedback – both positive and negative. Create a two-way dialog with your

target audience. Make sure you respond to people who take the time to comment on your blog.

Always be sincere and helpful. You will make mistakes, but if you are sincere and helpful to your network, you should be fine. Finally, be consistent. The effort you put into building a brand will fade quickly if you do not continue the effort. By setting realistic goals, you should be able to continue your branding effort regardless of your workload. It simply becomes a part of your normal career.

Remember, your network and your personal brand is the two things you carry with you from job to job. With a little planning and effort, they will pay huge dividends.

Recommended Resources for Personal Branding

William Arruda and Kirsten Dixon's "Career Distinction: Stand Out By Building Your Brand".
blog and tweets ([@TimsStrategy](#)),

Recommended blogs and tweets:

[Chris Brogan](#) - @chrisbrogan - and his book "Trust Agents"

[Dan Schawbel](#) - @DanSchawbel - Personal Branding Blog, his book "Me 2.0"

Personal Branding Magazine

[The Reach Personal Branding Community](#) - @reachbranding

[Pete Kistler](#) - @pete_kistler - Brand-yourself Blog

[Jennifer McClure](#) - @CincyRecruiter - CincyRecruiter Blog

[Marci Reynolds](#) - @j2bmarketing - J2B Marketing Blog

And, for all things job search, Susan P. Joyce's [Job-Hunt](#) - @JobHuntOrg

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[Return to Top](#)



The Alchemist's Arcanum



The Alchemist Speaks:

Once again, the Alchemist displays deep secrets to you, the reader. These arcana attempt to assist you in coming to terms with a job loss; and taking that loss and, hopefully, turning it into a winning job.

You've no doubt seen articles from many places, spoken with friends, neighbors, former co-workers, and former and potential employers about what steps should be taken. Not surprisingly, you are not alone on the path and you will find the path well-worn by previous job seekers, people who have found employment to reduce traffic on the path. You, too, will move in fits and starts, but you will eventually leave the path.

I hope these articles help in your search and your next employment.

The Alchemist suggests these articles for additional reading:

1. [The Most Powerful Cover Letter](#)
2. [How to Handle Losing Your Job: Ten Dignified Tips](#)
3. [How to Get Through Losing Your Job](#)
4. [Why Acing Your Interview for Job Is So Important](#)
5. [How to Stay Positive in a Job Search](#)

Eric Nilsson

(Read Eric Nilsson's brief biography by click [here](#))

Arcanum Contents

1. [Losing Your Job: A Blow to Your Health Too](#)
2. [10 Tips for a Reader-Friendly Resume](#)
3. [Can You Justify It? Fudging Anything on Your Resume?](#)
4. [Insider Secrets to Get Your Resume Read](#)
5. [Winning the Job Interview](#)
6. [How To Sell Yourself Like a Product at a Job Interview](#)
7. [You're Hired! How to Be a Successful Passive Candidate](#)

Losing Your Job: A Blow to Your Health Too

By Alice Park

Losing your job can make you feel lousy. Whether you're fired or laid-off, joining the ranks of the unemployed is not exactly a feel-good event. You don't need a study to tell you that.

But what impact does losing a job have on your health? Could a layoff send a perfectly healthy person into a downward spiral of sickness? It's possible, says Kate Strully, a sociologist at State University of New York in Albany. In her new study published in the journal *Demography*, Strully analyzed a variety of job loss situations — including being fired or laid off or losing a job after the entire company shut down — and found that job loss may indeed trigger serious physical and physiological illness.

Strully used a nationally representative and continually updated data set known as the U.S. Panel of Study of Income Dynamics (PSID), which surveys people around the country each year on their employment status and their self-reports of health, among other things. Strully used data from 1999, 2001 and 2003 to track people's job status and the impact on each person's health 18 months later. Since previous studies on employment and health suffered from a chicken-or-egg conundrum — researchers could never be sure whether the stresses and strains of unemployment led to poorer health, or whether people's poor health led to missed work days and lower productivity, which contributed to job loss — Strully focused on people who reported having lost their job due to factors out of their control, such as the entire company shutting its doors. ([See the worst business deals of 2008.](#))

She found that among people unemployed under these circumstances and who did not report any health problems prior to losing their job, 80% were diagnosed with a new health problem — ranging from hypertension and heart disease to diabetes — 18 months later. (Not surprisingly, those who started out with one or more of the

conditions asked about on the survey were 54% more likely to lose their job within a year and half, for any reason, than those who did not report any health problems.) The most commonly reported conditions among this group were high blood pressure, arthritis and other cardiovascular-related problems. "Job loss leads to a lot of physiological changes," says Strully, who conducted her study as a Robert Wood Johnson Health and Society Scholar. "That's definitely what this suggests."

More intriguing was the long-term effect job loss appeared to have. Even if some of these people found new jobs soon after losing their first one, they were more likely to retain the legacy of poor health from having once been unemployed. "People who lost their job and were re-employed within a year and half also reported increased onset of new health problems," she says. "They shouldn't have had the most severe experiences of unemployment and income loss, and still we see them having new health issues."

Strully also found that blue-collar workers were harder hit by job loss, both physically and mentally. After losing their job, whether they were fired, laid off or left voluntarily, blue-collar workers were twice as likely to report being in fair or poor health as white-collar workers, among whom Strully found no such change in health. While the current study does not investigate the reasons for that disparity, Strully believes it may have something to do with the smaller financial buffer that blue-collar employees tend to have to cushion them from a sudden loss of income — the stress and anxiety of losing a job may therefore have a bigger impact on them. ([Read about how our emotions can get us out of the recession.](#))

Other research has documented how harmful stress can be on the body; anxiety can raise levels of hormones that promote inflammation and other metabolic processes that can wear down the cardiovascular system, making us vulnerable to stroke, hypertension and heart disease. These studies also show that some behavioral changes, such as getting regular

exercise and eating a healthy diet, can help to reduce some of the damaging effects of stress on the body — something to keep in mind if you find yourself suddenly out of work.

All of this serves as a strong reminder that losing one's job can be a trauma — for both body and mind, and one that may have lasting effects. "This study is important and timely, given our current economic challenges, because it raises important questions as we think about rebuilding our nation and coming out of the economic recession, says David Williams, professor of public health at the Harvard School of Public Health and staff director of the Robert Wood Johnson Foundation Commission to Build a Healthier America. "We need to think about the health implications that economic changes are having in the population at large."

Find this article at:

<http://www.time.com/time/health/article/0,8599,1896986,00.html>

[Return to Arcanum Contents](#)

10 Tips for a Reader-Friendly Resume

Posted on Nov 2, 2009 by [Bill](#)

Your resume must capture the reader's attention within the first 15 seconds or risk being lost in the reject pile. One key success factor for your resume is its readability, that is, how easily and quickly the reader can absorb your information without losing interest. To help you gain maximum attention, here are ten tips to keep eyes focused on your resume.

1. **Avoid small font.** Nothing in your resume should be smaller than 11 point. If your reader has to squint, he'll end up skimming over the important parts of your resume.
2. **Keep your font simple.** They may not be the snazziest, but the two easiest-to-read fonts are Arial and Times New Roman. Anything in your

resume that causes eye strain demotivates the reader to keep reading.

3. **Don't write large blocks of text.**

A resume reader's attention span just isn't up to more than three consecutive lines of text. Beyond four lines and your block of text gets ignored completely.

4. **Use white space to separate bullet points.**

The purpose of bullet points is to visually separate text so that your information stands out in easy-to-digest bits. Without white space your list of bullet points takes on the look of an extended block of text.

5. **Don't try to squeeze too much onto the page.**

A densely packed resume carries a 0% motivating factor—nobody wants to read it! Never sacrifice readability in order to keep your resume to a certain page length.

6. **Write concisely.**

The best way to insure your resume isn't too dense is to keep your words to a minimum. Keep the fluff out so that your important key words stand out loud and clear.

7. **Keep your bullet points to two lines each.**

Bullet points are a shortcut method of giving your reader a lot of information quickly. If your bullets are longer than two lines you're probably trying to give more information than necessary.

8. **Use bolding to visually direct the reader's eye.**

Not only does bolding break up the gray space, it helps draw attention to specific critical skills and quantified information. It also helps

slow the speed of reading to avoid fast skimming of your information.

9. Use lines to separate resume sections. Simple lines work as a visual break between the different types of information within your resume. They help the reader make the transition between sections without taking up too much valuable white space.

10. Don't get fancy with design elements. Multiple styles of bullet points, line thicknesses and font styles can detract the reader's attention away from what you want to say. Additionally, with electronic document transmission, you can never tell if your design elements will be read correctly or if they translate into non-readable coding.

Once you've implemented these ten strategies your resume will gain stronger interest from potential employers and recruiters as they actually spend more time reading your [resume](#). The result is more interview requests. Improve your resume's readability and improve your odds of getting hired quicker.

Source:

<http://www.employmentdigest.net/2009/11/10-tips-for-a-reader-friendly-resume-10-tips-for-a-reader-friendly-resume/>

[Return to Arcanum Contents](#)

Can You Justify It? Fudging Anything on Your Resume?

By [Tim Tyrell-Smith](#)

A note came in last week via LinkedIn. From a new friend who was struggling with a question that I'll bet a number of you have pondered. Is there ever a situation where you can fudge something on your resume?

What if it's just a little thing? A two week shift in a date to make it look like you had been at your job an extra year?

Will anyone really ever know?

Here's the question. And I appreciate my friend agreeing to let me share it:

***Q:** About 3 weeks ago I was offered (and accepted) a job (yay) but unfortunately I was not able to negotiate them up on salary or bonus or really anything. It wasn't a terrible offer and the company looks very exciting (it's a start up so there's lots of opportunity to progress), however I need to think about #1 and salary is still important... My question is, I am still keeping my eyes peeled for employment opportunities, so as I update my resume I wonder if I should even bother including my newly accepted role... it would literally say January 2010 to present... ubbb... and to be honest I think they're still sussing out exactly what my title and responsibilities will be (at this point I am the entire marketing department), so I'm not even sure what I would write... Your thoughts/advice would be greatly appreciated.*

A: This is always a tough question. It is always better to look for a job when you already have one. And it is nice to show a current company – says you were “wanted” in a tough job market. But the fear of including such a short stay drives people to consider other options. Ways to “clear up possible confusion”.

So what are those options that one might consider?

1. Leave the Current Job Off Of Your Resume

Inaccurate, however I have seen a number of people do this. Of course you have to ask yourself: is there any chance someone at the new company will know you (or knows someone

who does) and may say “Hey, didn’t you already find something?” Risky.

2. Include It as an Interim Contract Job or Consulting Role

Not honest but there is a way (based on the still muddy role) to characterize it a bit differently. Less risky but still inaccurate.

3. Include It Accurately As Your Current Job

As long as you don’t have any other really short stays on your resume, this may not be an issue for people. After all, most understand that sometimes things don’t work out. And your recognizing that quickly says that you have a conscience. Risk? People may see you as having made a bad decision. You are deemed impulsive.

So, here’s my take. I always steer people toward being authentic and honest in their materials and, after reviewing your options, can only suggest #3. Honesty. The right hiring manager/company will understand. There are always other ways to go, but as a great recruiter friend told me recently: “Don’t lie on your resume, even if it’s a small one. You will forever be explaining that decision.”

Source: <http://timsstrategy.com/can-you-justify-it-fudging-anything-on-your-resume/>

[Return to Arcanum Contents](#)

Insider Secrets to Get Your Resume Read

By Maria Hanson, LiveCareer.com, Yahoo! HotJobs

It's becoming harder than ever to get your resume read by a real person.

"HR people are drowning in resumes, and despite their best intentions, many can't keep up," says executive recruiter Mike Travis.

Help your [resume](#) win the attention it deserves by following these up-to-date tips from industry insiders.

*** "Keep it shorter, tighter, and more laser-focused,"** advises resume expert Louise Kursmark. "Resumes are by necessity becoming crisper and more to the point." With Twitter, texting, and a barrage of quick-hit multimedia messages, we're getting accustomed to the succinct. "Readers quickly lose interest in wordy resumes that don't get right to the point," she says. This goes for cover letters, too.

*** "Show some humor or personality,"** says Jennifer Turner, of Talagy recruiting and staffing company. "I recently called a candidate, even though he didn't match any current positions, because his online resume title was, 'Smart and Funny Sales Guy.'"

*** "Make your resume read like a news story, not an encyclopedia entry,"** suggests Sam Levine, of The Buttonwood Group. Pop an eye-catching headline and lead on the top and be sure to include a summary of qualifications.

*** "Be results-oriented,"** advises Erin Riley, assistant director of career services at the Chapman University School of Law. Whenever possible, quantify your accomplishments. Example: Instead of simply writing "Drafted OSHA appeal," she says, include results: "Drafted OSHA appeal resulting in 90% reduction of employer fine for employee's serious on-the-job injury."

*** "Show what sets you apart,"** says Nancy Keene, a director of Stanton Chase global executive search firm. "I like to see some indication of personal interests. It's a good conversation trigger and provides some additional insight into who the person is." Riley agrees. "It's an opportunity to make you memorable as an applicant," she says. While

an actual Personal Interest section is not usually advised, you can find ways to integrate your interests into your resume. For example, you could list your volunteer activities to give hiring managers some sense of your passions.

*** "Use appropriate keywords,"** suggests Kursmark. Since machines are increasingly reading your [resume](#) before people are, give the tracking systems what they're looking for: the [most significant keywords](#) from the job description that fit your qualifications -- anything from degrees to programming languages and other specialized job-related skills.

*** "Let others sing your praises,"** says Richard Deems, co-author of "Make Job Loss Work for You." "We add a section at the end we title, 'What Others Say.' Then we list five short statements, usually without attribution, that others have said about the person." Examples: "Sticks with it until the job gets done," or "The most creative, prolific employee I've ever had."

*** "If your name is difficult to pronounce, include your nickname,"** says Heather R. Huhman, president of Come Recommended. Like it or not, "Companies are more likely to call you for an [interview](#) if you provide a name they can easily pronounce," she says.

URL:

<http://hotjobs.yahoo.com/jobseeker/tools/ept/printallpt.html?post=1118&eptTemplate=careerarticles>

[Return to Arcanum Contents](#)

Winning the Job Interview

By Steve Goldberg

Learn how to stand out from the competition

It has often been said that "your resume can get you an interview," but in reality it's your interview that can get you the job. In today's challenging and competitive job market, employer's have

many candidates to choose from and therefore have become more discerning than ever before, which is why developing your interviewing skills is so important.

The person interviewing you is not only looking at your qualifications, but they are looking at what differentiates you from every other candidate. Answering the question, "what is it that you bring to this company and to this position that no one else can?" is what helps you stand out in a crowd.

As a professional interviewing coach with We Place People, this is one of the most important topics we discuss when preparing our candidates for interviews. With almost every question you answer, there must be something that you share that will make you stand out differently from everyone else and will ultimately make the company want to hire you! Remember, an interview is not just about what you have done, it's about what you can do for that company. It's what you can offer that your competition can not that will help make you the "candidate of choice."

Determining who to move forward in the interviewing process is not always as cut and dry as one would think. The front line interviewers themselves are evaluated by the company on the caliber of the candidates they move forward in the process and if that person ultimately gets hired. They must ensure the candidates are qualified and they will be a "fit" for the organization, the position and the hiring decision maker. This is where you must "help" by sharing those skills, experiences, training, or qualifications that you bring to the organization that other candidates may not. It's also the time to demonstrate your critical thinking process and how you approach and complete tasks, responsibilities, or projects. These are the same elements that you should prepare for when interviewing with the decision maker.

Here are some tips on how you can differentiate yourself:

- 1. Create a list of 5 interview questions that you are certain you will be asked in your interview**

2. **Carefully review the job description and learn about the company and position**
3. **When answering the interview questions and reviewing the elements of the job description you need to be able to describe:**
 - a. What roles or responsibilities you had in your previous positions as they relate specifically to the position you are applying for and will resonate with the interviewer
 - b. How you specifically completed each function or responsibility
 - c. What the results were
 - d. What you have to offer that makes you stand out amongst others with similar backgrounds

In this job market, differentiating and separating yourself from others can help you stand out in your next interview and get the job you want.

[Return to Arcanum Contents](#)

How To Sell Yourself Like a Product at a Job Interview

By Carole Martin

Interviewing for a job is in many ways comparable to a sales person making a sale. If you were a sales person and were about to sell a product to a customer you would do some homework or research so that you could convince your customers that your product was the best product on the market to fill their needs.

If you think of this scenario and apply it to the job interview process you will find that it is a powerful tool to use for your interview preparation. What do you have to offer (as a product), to the customer (the employer)? What do you have that will fill their needs (the requirements of the job)? What can you bring that is unique or added value to the position/company? (that sets you apart from the pack)?

Let's begin with "what you have to offer." Think of ways to present your key qualities throughout the interview. An example of this technique is when interviewing for a position that requires "strong organizational skills." You will want to let the interviewer know you are not only organized, but that your organizational skills have made a significant difference in your performance. If you can give an example of a particular event that you organized and how your organizational skills made a difference in a past job you will make an even stronger sell. Anyone can say that they have "strong organizational skills," but not everyone can give specific examples of a time when they had a success using those skills. Don't tell them – sell them - with proof of a past experience or success.

Next, begin to think about what the employer's needs are and how your product can fill those needs. You can accomplish this by studying the job description or posting. Read through the posting or job description once for content. Then, read it a second time for specific words that are emphasized. There will be specific words used according to the job or industry that you are applying for. Make a list of these words to use as "key factors" needed. Now, return to the job posting and read it once more. This time read "between the lines." What would it take to do this job? If for instance, there is a statement such as, "Position will require frequent collaboration and interaction on all levels of staff and management," you can gather that "strong interpersonal" and "communication" skills will be needed to do this job. By making a list of "key requirements" you can match them against what you have to offer.

The last factor to prepare for your sale is to let the employer know that you have the ability to "fit in." and be a "team player." The interviewer will not only be looking to see if you can do the job, but they will also be checking to see if you will be a good addition to the team. Don't dismiss your personal traits in your sales "pitch" preparation. Identify skills that make you unique such as "interpersonal skills," "attitude," and "willingness to do whatever it takes to get the job done." These skills could make the difference between yourself and an equally qualified candidate getting the job offer.

When you take the time to prepare for the sale of the product – YOU – you will have a better chance of convincing the customer or buyer that you are just what they are looking for. By the time you leave the interview the interviewer should have a strong sense of what you have to offer and why they should hire you – why you are the best person for the job to fill their needs.

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[Return to Arcanum Contents](#)

You're Hired! How to Be a Successful Passive Candidate

By Debra Feldman

If you are like most individuals who have a job, you probably will only think about your contact network when it comes time to consider a change. Contrary to popular practice, the best time for leveraging your connections and taking advantage of new introductions is not just when you are about to enter the job market, but on a continuous basis.

Networking is give and take. You should be regularly keeping in touch, reaching out, exchanging information, sharing ideas, and being generous by helping an increasingly larger circle of colleagues and associates. If you do this networking right, new opportunities will come find you whether or not you are ready for different responsibilities or a change of scene.

You will never be stuck having to look for your next job so long as you are always passively "looking: and aware of potential challenges for yourself and others.

How can you become a power connector? Launch a campaign starting now to Network Purposefully™. By developing fresh targeted contacts and continuously renewing existing ones, you will revitalize your creative juices, not get lazy, stay in touch on the radar of critical contacts that may refer you or someone you know or may meet to a future career opportunity.

Proactive activities to develop new relationships and stay connected establish a lifetime career foundation by putting you on the inside track for future opportunities that only those who are "connected" know. Offer networking assistance even before you are asked! Keep in touch even if you don't need anything at the moment!

Employee referrals have become one of the most useful and effective means for sourcing posted jobs and unofficial openings. Being well connected increases the likelihood that your name will be thrown in the ring for discussion when staffing is addressed. It's how to be at the right place at the right time. Unadvertised openings result from restructurings, new growth, transfers, unexpected resignations, retirements, pending project, etc. and may only come to your attention through inside contacts.

The hidden job market, or unadvertised job market, continues to thrive in today's environment generating way more new hires than the Internet and other posted openings. You have to be an insider to become aware of leads and get this competitive edge. It is not just what you know but, who you know and knows your potential contribution that matters most. Here are some ideas for jumpstarting new relationships and networking purposefully to create more and better connections.

1. Reach out to those you don't already know.

If the individuals that you keep in touch with on a regular basis are not producing enough high quality referrals, do not wait for things to change. This is your signal that it is time to finding more individuals and get to know them.

2. Choose your connections for their affiliations, reputations and position.

Prepare an introduction that can be passed along by your contacts so they don't have to prepare your story. Detail how you can resolve challenges, what specific help you need and ask

your contact to forward your request for an introduction. Describe yourself clearly as the go-to person so that you are top of mind when requests for your talent arise.

3. Rely on third party referrals to bypass gatekeepers, increase your credibility and build trust.

Research who you want to know and ask your contacts about using their connections to introduce you. A personal recommendation is usually more warmly received than an unsolicited letter, email or call.

4. Dialogue with decision makers, not HR,

at target employers to unearth unadvertised jobs and position yourself on the decision maker's radar. Making an outstanding first impression not only puts your name in play now, but hiring managers are also networked and can connect you to their colleagues elsewhere, further enlarging your reach into other organizations via a personal recommendation.

5. Choose and nurture your target contacts purposefully

for their potential value to your job search and your career's future. While you may tend to focus on establishing those connections that will yield the new job you need now, any new, well-placed contact is likely to eventually deliver. Oftentimes after a dormant period, candidates will start being contacted out of the blue. Organizations and people are dynamic.

6. Be very courteous without exceptions.

Always stay in touch. Even if someone is not helpful, send a

gracious and prompt thank you; you never know how small the world is and you want to maintain an unblemished reputation for being polite and professional. When you have a positive rapport, continue to keep in touch. You made the effort to network purposefully, don't sacrifice your investment when you start working again.

7. Increase your online visibility.

Show me don't tell me is the trend. Recruiters don't want to be sent a resume as much as they want to discover a gem through searching the web for candidate leads. It is easier than ever before to create a web presence, support your positioning and get in front of recruiters and hiring managers by publishing your bio on one of the online networks like Linked-In, Ziggs, Ecademy, Ryze or Zoominfo.

Post your resume or profile on specialty and niche job sites and on professional associations' databases where you are more likely to be viewed by those in your target audience and more likely than general job boards to generate interest and new connections you can leverage in the future. Publish to establish yourself as an author with expertise.

Invest in your own professionally designed website and let it boast about your strengths, abilities, talents, skills and accomplishments and demonstrate your credibility. Make sure you can be found by posting yourself on the corporate databases of your target employers.

8. Promote yourself as an expert.

Participate in your professional associations, attend local chapter events and assume a leadership role. Volunteer to present at professional meetings or be part of a panel discussion or virtual workshop. Publish a white paper on your personal website or elsewhere. Submit an original manuscript to a reputable firm, online or traditional media. Post comments selectively and routinely follow online networking group e-lists, chats, etc to keep on top of industry happenings, demonstrate your knowledge and invite inquiries and recognition. Write letters to editors and send comments to authors.

9. Keep in touch regularly and remember to give more help than you ask for!

Email your contacts to update them on industry news or a mutual

colleague's achievement, send them your articles and announcements, share thoughts of common interest or a link, celebrate special occasions and honor their birthdays, the New Year, etc.

Today, communication is easier and cheaper than ever, any one can network purposefully to create and maintain their visibility which will attract more new connections. Being a sincere and champion networker is an essential component for career success opening doors to the hidden job market and its wealth of unadvertised new opportunities.

Source:

<http://view.exacttarget.com/?j=fe5e167374670c7f731c&m=fe916737c6206&ls=fdea1c797562037873167776&l=fe5f15757c61067c7d15&s=fe2a15747767017e731d74&ib=ffcf14&ju=fe2e16767164027d731677>

[Return to Arcanum Contents](#)

[Return to Top](#)



By Barbara Daisak

Did you know...? There is **More...**

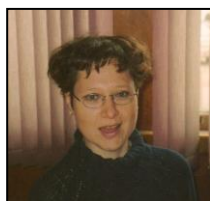
This Setting enables you to:

- ❖ Review and add your own Companies
- ❖ View Network Q&A with Answers
- ❖ Access User Guides and Site Features in the Learning Center
- ❖ Post and share your reading list with Reading List by Amazon
- ❖ Browse Events of Interest
- ❖ Upload SlideShare Presentations
- ❖ Customize your Homepage with Applications such As My Travel by TripIt and Google Presentation.

Where is it? On your LinkedIn toolbar at the top of the page.

More... is the last option. Point to **More...** to browse and select from these additional options.

Be sure to check in our next issue for another quick Tech Tip!



Barbara Daisak is the Lamplighter Proofreader & Contributing Writer, a Learning, Training, & Development Specialist and Microsoft Certified Master Instructor. Barb is also an Instructor Adjunct with the County Colleges of New Jersey with specialties in the Technology Training Divisions and Corporate Training Programs.

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[Return to Top](#)

Tech Tip Member Bonus

(Link submitted by Anne Berquist and Eric Nilsson)

Three LinkedIn "don'ts" to fix right now

By: **Liz Ryan - February 23, 5:32 PM** • [Workplace Examiner](#) •

In Transition" or "Job Seeking" in your LinkedIn Headline

Yikes! Replace this say-nothing headline with something pithy, that tells LinkedIn users (including trolling hiring managers, HR people and recruiters) what you've done and what sort of job you're looking for. What about something along the lines of:

- **Tech StartUp Marketing Manager ISO Next Challenge**
- **Emp Relations Mgr with Labor Relations Seeking Mfg Challenge**
- **Medical/Scientific Writer Hunting Contract & FT Assignments**

You get 120 characters (including spaces) for your headline. When someone conducts a LinkedIn search and your profile is one of the search results, the only thing that person will see is your name and your headline. Make the headline count!

Your most recent job title in your LinkedIn headline (if you're unemployed now)

Your most recent job title will already show up in your profile. Don't waste your precious Headline on that!

"Self-Praise" in your headline or your summary

You have so much power -- don't squander it by praising yourself! Self-praise your message, because it isn't credible. "Savvy Marketing Manager" is something that absolutely anyone could say (and lots do). Let your LinkedIn endorsements, your human-voiced Summary and your career history promote you, instead. No endorsements yet? Leave a few of them for people you know. They'll reciprocate, I predict!

Copy and paste the link below to view more LinkedIn tips

Source: <http://www.examiner.com/x-4663-Workplace-Examiner~y2010m2d23-Three-LinkedIn-donts-to-fix-right-now?cid=examiner-email>

[Return to Top](#)

April-May Crossword Puzzle



Across

- 1 Looking for work.
- 5 Humpty-Dumpty was good one.
- 8 Always getting in the way.
- 10 Another word for angry, used in a walk.
- 11 I have something you want.
- 13 Military or **Résumé** goal.
- 16 In Latin, this English word comes with a caveat.
- 17 An egotistical maneuver or a spot in a ballpark.
- 19 Someone good to know and have.
- 20 John, sweet, or hard.
- 21 Starts with long or ends with learning.
- 22 A day; also a physical remembrance.
- 23 This year, Americans come to their
- 24 Judas' cravat or a lead for an farm animal.
- 25 Used at baptisms; also a computer typeface.

Down

- 2 Ever ready, it is also a pitcher-catcher combo.
- 3 Decline in employment , trade, and GDP.
- 4 What millions are (a type of bee).
- 6 Hope after a serious fall.
- 7 A perfectly imaginary place.
- 9 Mary's little Easter Ovine.
- 12 Bell placed the first one.
- 14 Glitch.
- 15 Start of business
- 16 Peter Cottontail is one.
- 18 They are what they eat.
- 20 Daunting part-time piece of a worker's life.
- 21 Baseball Player's and a girl's **best friend**.

[Return to Top](#)

I've Met You, So What?

by Jerry Clifford



Recently, I attended a networking event promoted for small business people to establish synergies with other small businesses.

It also provided an opportunity for individuals to learn of these organizations in their geographic area and to meet others (business folks or not) with similar interests. This affair also was advertised as a vehicle to assist job seekers. . Some attendees were there to maintain relationships with people we no longer see on a regular basis, or (in my case at least) to assist a friend who had not been to a networking event before. Still others were there to meet new contacts who we may be able to help now or in the future, or who may be of assistance to us should the need arises.

Many of the attendees were individuals looking to expand their professional networks and to learn which companies or small businesses were growing and could eventually require their services. This was a great opportunity for those who subscribe to the methodology that we each head up an organization called Me, Inc, (where ME actually is a term that is shorthand for our own name). As the head of this “company” we are seeking ways to promote it, to expand our “business” (that is, the service we offer, or in other words, get consulting or job offers). Taking this approach, many of the attendees were able to make contacts and agreed to follow up subsequent to the meeting. Some of these future meetings will yield leads (which currently may not even exist), thus offering the potential of a future contact leading to a job

Unfortunately, based on several overheard conversations, there were many people who did not get the word that this was a *networking* event, or did not understand the meaning of that term. They were remarkably easy to spot—their conversations began with “Hi, I’m....and I’m looking for a job as...” Perhaps I am jaded, or maybe experience has made me cynical, but why would someone who has never met you, has no vested interest in your success and who is probably “looking” to connect themselves, really care if you need a job. They are either job hunting the same way you are (in which case they want to know if you can help THEM rather than if they can help YOU), or they are networking and are more likely to be responsive if they feel there is some mutually beneficial reason to form a relationship.

One of the most important keys to any relationship is TRUST. An individual is more likely to be responsive to your needs if they know they can rely on you to try to help them satisfy their requirement. (Note that a guaranty of success is not the requirement, just the act of attempting to help). A good opportunity to convey this attitude is during your first contact with them. Give the assurance that you are willing to help and vice versa. Sounds daunting? It is not that difficult as some would believe. Try “Hi, my name is.... Why are YOU here?” The fact that you are asking about them first will reassure them that you are interested in what they have to say and promote their comfort level and trust feelings. When the conversation comes back to your needs they will in turn be more receptive and helpful.

Now that you have some of their trust be sure to follow up! When is the best time for this? RIGHT THEN! That, too, is

easy. Simply exchange business cards! This shows that you are interested enough to want their contact information. To your benefit, if an opportunity arises

where they could be of help to you, they would be able to reach you. You've made a new contact who would be willing to assist you in meeting your job attainment goals.

Jerry Clifford is a Project and Program Manager experienced with all aspects of software project development. As both employee and consultant he worked with some of the nation's premier companies including AT&T, Cisco Systems, and Merck. He holds a graduate degree in mathematics, earned certifications in project management and information systems auditing (CISA) and was elected to two terms as President of the EDP Auditors Association, New Jersey Chapter. He is the published author of several technical and non-technical books on topics ranging from computer math to car repair and carpentry.

[Return to Top](#)

If I don't know who I am, how can I explain myself to someone?

By Mala Subramaniam



The ETP 7-Step process is a great tool in marketing yourself to prospective employers and clients. The first 2 steps – know your skills and your market – happens to be the first steps in market intelligence or a new product marketing initiative. Questions I ask my clients: Define your product or offering? How and who will this benefit? Finding answers for these is half the battle. If you are looking for a job, the question would be: how do you define yourself? It is like *the dreaded job interview question: Tell Me about Yourself.*

I am the CEO of myself – how can I start without defining who I am. I engaged in this exercise of defining myself when my last employer sent me home with a glossy exit package. I considered myself a marketing guru – now I had to practice what I preached. A well-defined product or offering inspires a sense of self-confidence, and influences the recruiting manager or client to take you seriously. Jumping into job search without these steps is like driving in a new country without a map. I am reminded of a meeting I scheduled with Kim, a former colleague, in the city.

Kim and I made an appointment for lunch in the city. She emailed me her address and telephone number. I pride myself on calendaring all appointments with contact details in my cell phone. On that day, I parked the car in Metuchen, ran like an Olympic runner (untrained and panting, though) caught the train and reached Penn Station at 11am. I reached into my deep pocket book and searched desperately for my cell phone. It was a full minute before I realized it was a futile search. I remembered the building number of my destination, but not Kim's telephone number, and I am ashamed to say I did not know or ask her the name of her company, her floor or her most recent last name. The doorman of this multi-story building restrained himself from dialing Security.

After twenty years in corporate America, I decided I needed to share my knowledge, training and experiences with others to build their skills and confidence to succeed in their jobs. Some introspection and analysis led me to define myself.

When I stepped out of my former employer's building in 2005, this definition of "my offering" sprouted involuntarily. Key questions (and these are sample answers):

Who am I - I am a trainer, an instructor, consultant and a coach.

What can I offer – leadership skills, marketing insights, consulting skills

Who will benefit – anyone who needs skills to succeed in a business environment

Am I different? Why ME?

YES, I definitely can claim:

- Background in multiple disciplines – *so can a million others.*
- Expertise in highly-specialized technical areas as research - *so can a million others.*
- Experience in diverse industries – *so can a million others.*
- Skills – writing, platform, research etc... *so do a ton of other MBAs.*
- Education – certified trainer and adjunct in colleges – *SO WHAT?*

Then, what's so unique about ME? Answer came from an article in an Ivy League site about soft skills needed in IT outsourcing outfits, and another in a Market Research organization journal about research without insights. Hmm...Eureka!

How many can claim all of the above in one package coupled with the ability to establish rapport with Indian IT professionals and credibility with market researchers in a class-room setting! The IT outsourcing field is booming. Vendors place thousands of Asian IT professionals in corporate client sites – what's needed is the soft skills to give them the edge. Likewise, market research professionals are considered data providers and not insightful decision-influencers. I have done market research for 15 years to influence transformational initiatives, so why can't I teach this skill to my fellow market researchers? Integrating the two, my offering crystallized and gave birth to my niche. This, in turn helped me reach out, gain credibility amongst my audience and train over 500 professionals in three years. Do I need to fine-tune my definition? – Definitely – it never ends.

Mala Subramaniam is President of MKTinsite, www.mktinsite.com a leadership and marketing training, and executive coaching firm. Mala specializes in soft skills such as presentations, public speaking, strategic thinking, negotiations and consulting, and training market researchers in developing and presenting insights to clients. Mala's coaching focuses on self-transformation. She also teaches relaxation techniques and meditation.

[Return to Top](#)

Think You're Alone? Think Again!

By Richard Kroh



For those of you that are currently in transition, I'm writing this to inform you that, although you can't imagine anyone else going through the similar daily challenges and

excruciating thoughts that you've been experiencing -
- fret not, **you're not alone.**

You may ask yourself, "How can this guy even come close to know what I'm thinking?" My answer is, "I can't exactly, but I know I'm close because of the many people I've spoken with, those that have experienced very similar patterns, and brought on by our common situation we share called unemployment.....oh, excuse me....transition. Many of us cannot imagine that someone else's thought patterns can appear to be as self destructive and in

many cases unjustifiable, as their own, but you would be surprised.

I don't intend here to provide you with a remedy, since I'm not a psychiatrist or psychologist. I'm simply sharing some of my daily annoyances that grew into instant "blowouts" for no logical reason....just that of being unemployed! So don't think you're alone when you find yourself in the same "situation." It made me feel a bit more at ease knowing that I was not the only one in this "boat" and to realize that I'm not in half as bad a shape as many others. I'm here to share and help those who might want to compare notes that might help alleviate their pain.

Early on with my own career transition, normal day-to-day frustrations often turned quickly to anger for no reason. "Flying off the handle" like falsely reading

into “attitude” from my family members compounded many innocent conversations that turned them into unfortunate misinterpretations. Luckily, I realized, this was an area I needed to fix quickly, since they were similarly worried as I was. What worked for me was to constantly remind myself of how lucky I was to have them and where I might be without them.

Financial worry often led to what would normally be known as periodic maintenance and turned it into a major undertaking. Similar thoughts applied to oil changes for the car. The thought of having to do these things was very exhausting. A second round of employment transition found me thinking to myself, “Maybe the next time I do this, I’ll be employed.” And yes, even this thought seemed unconvincing to me.

Adventures with shopping. During a couple of shopping excursions while observing people around me walking by, I thought to myself how lucky they were to be working and spending money. Little did I know, that they may be thinking the same thing about me?

Another area that could have been dangerous was the driving adventures! Often venturing out to clear my head from the day’s frustrations of the job search, I’d find myself ready to reach out and “hurt” someone. “Want to go for a walk?” I even think I’ve experienced the excitement and the urge to wag my tail that dogs often feel when they hear their master pick up the chain just before they call them to go for a walk. Before she finished the question my mouse was at the shutdown button. After spending too many long days of job search activity, I found myself jumping at every opportunity to take a break. I justified this to myself by thinking that if I didn’t decide to take a break, than I’m doing all I could to find a job....thereby removing any potential guilt. What I now realize is that I needed to understand the signals telling me it’s time to take a break. I found myself taking shortcuts to job submissions and applying to the “black hole” more often so that I could feel good about applying to 20 jobs in one day. Over time, I realized that if I were beginning to stray from the proven methodologies (Rod Colon’s 7-Step

Process) of job search, it’s time to “step away from the computer.”

Here’s what I’ve learned. A break is not to be looked as a negative and unproductive activity. Everybody from time to time needs to refresh themselves in order to regain energy levels and to become focused again. But what can I do? Get a hobby maybe? This was initially difficult for me since I really enjoyed them while things were all good...and employed. So hobbies were avoided simply because they reminded me of the good times. What was a very interesting discovery that I, or I should say my mind learned from this was, things that you did not have a choice doing and that were not always fun during the good times, like cutting the lawn, weeding or garbage collection, provided a period of distraction long enough to reenergize my mind. It was a rest period from the daily frustrations of the job search.

Then, I gradually worked in some hobbies, like fishing and gardening and ultimately began to physically feel better as time wore on. I realized my frustrations of my unemployment were affecting others to a higher degree that I had originally realized. Just by taking a walk often helped me think more clearly about what to do next.

Even sleeping worked as a break....for me. I don’t profess to be an expert in the study of sleep but I do know that when we sleep the body goes through repair, rebuilding and resting processes to enable us to begin freshly again when awake. But realize that sleeping can act as a defense mechanism and you may feel yourself falling into a deeper sense of tiredness every time you think you need a break. This can turn unhealthy very quickly by disrupting your normal sleep patterns. Get the physical rest you need during your normal sleep time. Any break I took as sleep lasted no longer than an hour or two. And this was not a daily activity.

What I’ve also learned through experience was that sometimes after a full night’s sleep, solutions to complex questions or situations made them crystal clear. Ever hear of the phrase, “sleep on it?”

Combining feelings of inferiority, lack of self worth and worry were daily battles. Prior to two years ago I've never been unemployed. Over the course of two years and two rounds of transition, my mind and my body learned how to deal with it better. It is difficult, it is exhausting....**but know that you're not alone.** It's up to us to choose a way of dealing with it. For me, I've learned that my mind and body became tired of being stressed out continuously day in and day out about the daily job search and financial worry. I had to find a way I might be able to trigger a release of these destructive and inhibiting thoughts. My way

simply turned out to be reminding myself of everyone and everything I have and how I got to where I am today. And to thank God I've been fortunate enough for that.

**Oh, and one more thing I learned.....
Never...Ever...Think about giving up!**

Always remember you're not alone!

Richard Kroh is an experienced IT Service Manager who enjoys leading support teams, providing desktop support, hardware support and move, add, change functionality.

While managing to exceed service level expectations, he enjoys building cohesive partnerships with surrounding organizations during projects that require cross functional interface. He provides performance management focused on building individual skills based on personnel career focus. Away from business, he enjoys family activities, fishing, golfing and vegetable growing.

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[Return to Top](#)

New York Times headline:
Millions of Unemployed Face Years Without Jobs

A Commentary by Orietta Ramirez



A recent *New York Times* headline read "[Millions of Unemployed Face Years Without Jobs.](#)" Now if that is not an attention-getting, ominous banner, then I do not know what is.

Not surprisingly, the article focuses on those of us who have gone beyond the one year mark as unemployed, displaced, laid off, etc. persons. A concern raised by one such *victim*, who is appalled, and rightfully so I must add, by the fact the unemployed are viewed as lazy, uninspired, willing to stay at home types. Victim, because I do view the present job state as a crime. A crime against hard working, dedicated and loyal employees who are now flying solo with no recourse, financially and otherwise, and with very little immediate remedy or options to improve on their situation.

I am grateful for this article because it personalizes the plight of so many. The article calls for some empathy giving a realistic view of those who are presently job seeking. Although the claims are that the present market and economic state were expected and anticipated by experts, for some reason, they forgot to provide an advisory warning for those of us who have been directly affected by it. Guess we missed the fine print.

The article touches upon a number of issues affecting job seekers. One of the most disturbing issues is the unexpected long-term unemployment, resulting in the inability to meet one's financial obligations. That is not to say, we are excusing some of the gaps, but there ought to be some consideration given the

odds with which we are working (*pun intended*).

I was moved by the fact that one such job seeker is faced with the daunting task of learning new business applications. Now in the last quarter of her career, not only must she acquire skill sets that are as foreign as a different language to her but she will have to keep up with younger applicants whose fluency will leave her overwhelmed and intimidated. Yet she forges on.

Another job seeker, a single mom of three, who has merely \$50 left in her bank account, is now posting flyers around her neighborhood to clean homes. Humbling to say the least, but admirable as she is willing to do anything to keep her family together under one roof.

These kinds of stories ought to move not only the public, but also our legislators. Instead of funding unimaginable amounts of money to bail out unworthy companies, why not create state-funded programs that would "loan" financial support to families? Odds are this citizenry will pay it back a lot faster than most of these conglomerates, and with less whining. If the government can seamlessly approve a trillion dollars worth of aid to major companies, which according to some experts, could not be allowed to fail, how about looking at these smaller "companies", the families, and help them avoid their decimation. If losing one's home, being unable to feed your children, being unable to pay immediate living expenses such as electricity, oil, and basic human needs, are not reasons enough to step in and step up, then, what is?

This brings me back to the *New York Times* banner. How are people going to land jobs, if what the news/media states, there are no jobs to be had? We all know there are more applicants for each opening than ever before. So how do you create a niche or a catalyst to get yourself on the frontlines? I wish I had the magic words or wand to provide the answer, but alas, I do not.

I share a ray of hope, however. I recently was given the opportunity, after some major hustling and busting, aka networking, to consult with a startup advisory firm. This role came by way of a former boss, for whom I also provided startup and ultimate business services during a ten-year employment relationship. Although it is not a permanent, full time position, it nonetheless provides for the implementation and application of my legal, compliance, HR, technology and administrative background. When approached with this prospect, I could not but jump onboard. In the meantime, I continue job searching, with a less sense of urgency and a renewed belief and confidence that I am on a new adventurous path.

So keep the faith and plugging along. Membership to the alleged titled group in the article is not and should never be an option, for any of us!

Orietta Ramirez is a native New Yorker, born in Brooklyn, raised in The Bronx and presently calls home in Dutchess County, New York. Pedagogically, her claim to fame, is that she shares Cardinal Spellman H.S. as her alma mater, with the distinguished Associate Supreme Court Justice Sonia Sotomayor, Fordham University with Vince Lombardi and Steve Bellán, first Latin American to play Major League Baseball, and with Geraldo Rivera, another Brooklyn

Law School alum. A first generation Chilean-American, she is a dynamic bilingual lawyer, employee relations advocate and project manager, with experience and background as an HR partner, she incorporates her expertise on projects and in business relationships with a focus on diversity and inclusion as well as talent management.

She is an avid reader and includes salsa dancing among her extracurricular activities. You can hear her blogradio interview series at:
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[Return to Top](#)

Play Ball!

by Eric Nilsson

Major League Baseball's first officially recognized franchise the Cincinnati Reds were historically awarded the privilege of "opening the Openers" and hosted the outings from 1876-1989. Only twice during this time (1877 and 1966) were they forced to debut on the road due to rain. Finally in 1990, the tradition was broken and the Reds were scheduled to appear as the visitors against the Houston Astros. Despite the prestige of being christened as baseball's opening act, Cincinnati has posted an average record of 50-52-1 that has been shadowed by the countless spectacles off the baseline including parades, fireworks, circus performances and the opening of new ballparks in 1884, 1894, 1912 and 2003.

Source: http://www.baseball-almanac.com/opening_day/opening_day.shtml



Easter Sunday marks another rebirth: the beginning of the 2010 Baseball Season. This is the time of year when all teams are equal, at least until the umpire shouts, "Play ball!" Unlike the passage cited above, this year starts with the New York Yankees against their league-rival Boston Red Sox in Boston.

Baseball was a key factor in winning the Battle of the Bulge. Such arcane trivia as "What was Snuffy Stirnweiss' average this year?" was essential to distinguish who was an American soldier and who was a German infiltrator. (Stirnweiss, the Yankee second baseman, batted .319 in 1944).

Back when baseball was "the national pastime", team owners had stadiums built to announce and help the team. A field like Forbes Field or Yankee Stadium favored the home team (Forbes Field had a very deep right-center and a fairly short left field, while Yankee Stadium was the opposite). This explains why most Yankee home run hitters, from Babe Ruth through Reggie Jackson, have been left-handed batters. This is true for Forbes Field, with Hank Greenberg and Ralph Kiner taking the honors. In fact, left field at Forbes Field was nicknamed "Greenberg Gardens" and "Kiner's Korner" at different times.



Many cities had multiple ball clubs (New York had the Giants and Dodgers of the National League and the Yankees of the American League, Philadelphia had the Phillies and the Athletics, St. Louis had the Cardinals and the Browns, Chicago had the Cubs and White Sox, and Boston had the Red Sox and Braves). With the exception of New York (with Yankee Stadium in the Bronx, the Polo Grounds in upper Manhattan, and Ebbets Field in Brooklyn), cities with multiple teams shared a single ballpark, alternating which team used the stadium.

During the Great Depression, people came in droves to watch teams, from cellar-dwellers like the Chicago Cubs, Pittsburgh Pirates, St. Louis Browns, and Cleveland Indians to perennial winners like the New York Yankees, St. Louis Cardinals, New York Giants, and the Philadelphia Athletics. At some parks, seats were even cheaper than movie theater seats.

Baseball changed, though, when Connie Mack sold off his winning team in 1935. Changes continued in the 1940s, first with the introduction of Jackie Robinson of the Dodgers, then with the scandal of players jumping Major League Baseball for the Mexican League. With the debut of Robinson in 1947, baseball was no longer segregated; Larry Doby of the Cleveland Indians became the first Black player in the American League. The players who jumped to the Mexican League were banned from baseball; back then, the team "owned" the ballplayer, something next challenged in the 1960s by Curt Flood of the Cardinals.

Depending on the reader's age, the hey-day of baseball was either pre-World War II, the 1950s and 1960s, or the "modern era", after Dave McNally and Andy Messersmith successfully sued for "free agency". Whatever the age of the reader, baseball has endured trials Job could only imagine: the 1919 White Sox gambling scandal; the unionization of baseball players; alcohol and drug abuse; wife-swapping; exorbitant ticket prices; and rips in the hearts of fans as teams coerce cities into building stadiums. Through it all, on Opening Day, adults and children will be at the ballpark, glued to radios or television, or on the internet, waiting to hear:

"Batter up!"

Eric Nilsson was an outfielder, catcher, and pitcher in the Little League. His one pitching appearance was a no hitter: 9 walks, 5 Earned Runs, no outs. His last at-bat produced a monster hit to straightaway center field, worthy of Roy Hobbs and Wonderboy. Major League Baseball was never the same afterward.

[Return to Top](#)

AWARENESS CORNER

- *Memorial Day, originally called Decoration Day, is a day of remembrance for those who have died serving our country.*



In Memory of our Honored Dead

“May God bless this Airline Captain.”

(Author Unknown)

The Airline Captain writes: My lead flight attendant came to me and said, "We have an H.R. on this flight." (H.R. stands for human remains.) "Are they military?" I asked.

“Yes,” she said.

“Is there an escort?” I asked.

“Yes, I already assigned him a seat.”

“Would you please tell him to come to the flight deck? You can board him early," I said.

A short while later, a young army sergeant entered the flight deck. He was the image of the perfectly dressed soldier. He introduced himself and I asked him about his soldier. The escorts of these fallen soldiers talk about them as if they are still alive and still with us.

“My soldier is on his way back to Virginia,” he said. He proceeded to answer my questions, but offered no words.

I asked him if there was anything I could do for him and he said no. I told him that he had the toughest job in the military and that I appreciated the work that he does for the families of our fallen soldiers. The first officer and I got up out of our seats to shake his hand. He left the flight deck to find his seat.

We completed our preflight checks, pushed back and performed an uneventful departure.

About 30 minutes into our flight I received a call from the lead flight attendant in the cabin. 'I just found out the family of the soldier we are carrying, is on board', she said. She then proceeded to tell me that the father, mother, wife and 2-year old daughter were escorting their son, husband, and father home. The family was upset because they were unable to see the container that the soldier was in before we left. We were on our way to a major hub at which the family was going to wait four hours for the connecting flight home to Virginia.

The father of the soldier told the flight attendant that knowing his son was below him in the cargo compartment and being unable to see him was too much for him and the family to bear. He had asked the flight attendant if there was anything that could be done to allow them to see him upon our arrival. The family wanted to be outside by the cargo door to watch the soldier being taken off the airplane... I could hear the desperation in the flight attendant's voice when she asked me if there was anything I could do. "I'm on it," I said. I told her that I would get back to her.

Airborne communication with my company normally occurs in the form of e-mail like messages. I decided to bypass this system and contact my flight dispatcher directly on a secondary radio. There is a radio operator in the operations control center who connects you to the telephone of the dispatcher. I was in direct contact with the dispatcher... I explained the situation I had on board with the family and what it was the family wanted. He said he understood and that he would get back to me.

Two hours went by and I had not heard from the dispatcher. We were going to get busy soon and I needed to know what to tell the family. I sent a text message asking for an update. I saved the return message from the dispatcher and the following is the text:

"Captain, sorry it has taken so long to get back to you. There is policy on this now and I had to check on a few things. Upon your arrival a dedicated escort team will meet the aircraft. The team will escort the family to the ramp and plane side. A van will be used to load the remains with a secondary van for the family. The family will be taken to their departure area and escorted into the terminal where the remains can be seen on the ramp. It is a private area for the family only. When the connecting aircraft arrives, the family will be escorted onto the ramp and plane side to watch the remains being loaded for the final leg home. Captain, most of us here in flight control are veterans. Please pass our condolences on to the family. Thanks."

I sent a message back telling flight control thanks for a good job. I printed out the message and gave it to the lead flight attendant to pass on to the father. The lead flight attendant was very thankful and told me, "you have no idea how much this will mean to them."

Things started getting busy for the descent, approach and landing. After landing, we cleared the runway and taxied to the ramp area. The ramp is huge with 15 gates on either side of the alleyway. It is always a busy area with aircraft maneuvering every which way to enter and exit. When we entered the ramp and checked in with the ramp controller, we were told that all traffic was being held for us.

"There is a team in place to meet the aircraft," we were told. It looked like it was all coming

together, then I realized that once we turned the seat belt sign off, everyone would stand up at once and delay the family from getting off the airplane. As we approached our gate, I asked the copilot to tell the ramp controller we were going to stop short of the gate to make an announcement to the passengers. He did that and the ramp controller said, "Take your time."

I stopped the aircraft and set the parking brake. I pushed the public address button and said, "Ladies and gentleman, this is your Captain speaking I have stopped short of our gate to make a special announcement. We have a passenger on board who deserves our honor and respect. His Name is Private XXXXXX, a soldier who recently lost his life. Private XXXXXX is under your feet in the cargo hold. Escorting him today is Army Sergeant XXXXXX. Also, on board are his father, mother, wife, and daughter. Your entire flight crew is asking for all passengers to remain in their seats to allow the family to exit the aircraft first. Thank you."

We continued the turn to the gate, came to a stop and started our shutdown procedures. A couple of minutes later I opened the cockpit door. I found the two forward flight attendants crying, something you just do not see. I was told that after we came to a stop, every passenger on the aircraft stayed in their seats, waiting for the family to exit the aircraft.

When the family got up and gathered their things, a passenger slowly started to clap his hands. Moments later more passengers joined in and soon the entire aircraft was clapping. Words of 'God Bless You', I'm sorry, thank you, be proud, and other kind words were uttered to the family as they made their way down the aisle and out of the airplane. They were escorted down to the ramp to finally be with their loved one.

Many of the passengers disembarking thanked me for the announcement I had made. They were just words, I told them, I could say them over and over again, but nothing I say will bring back that brave soldier.

I respectfully ask that all of you reflect on this event and the sacrifices that millions of our men and women have made to ensure our freedom and safety in these United States of America.

Footnote:

As a Viet Nam Veteran, [the writer] can only think of all the veterans including the ones that rode below the deck on their way home and how they/we were treated. When I read things like this I am proud that our country has not turned their backs on our soldiers returning from the various war zones today and give them the respect they so deserve.

[Return to Top](#)

Meet the Lamplighters

Volunteer Lamplighter Staff



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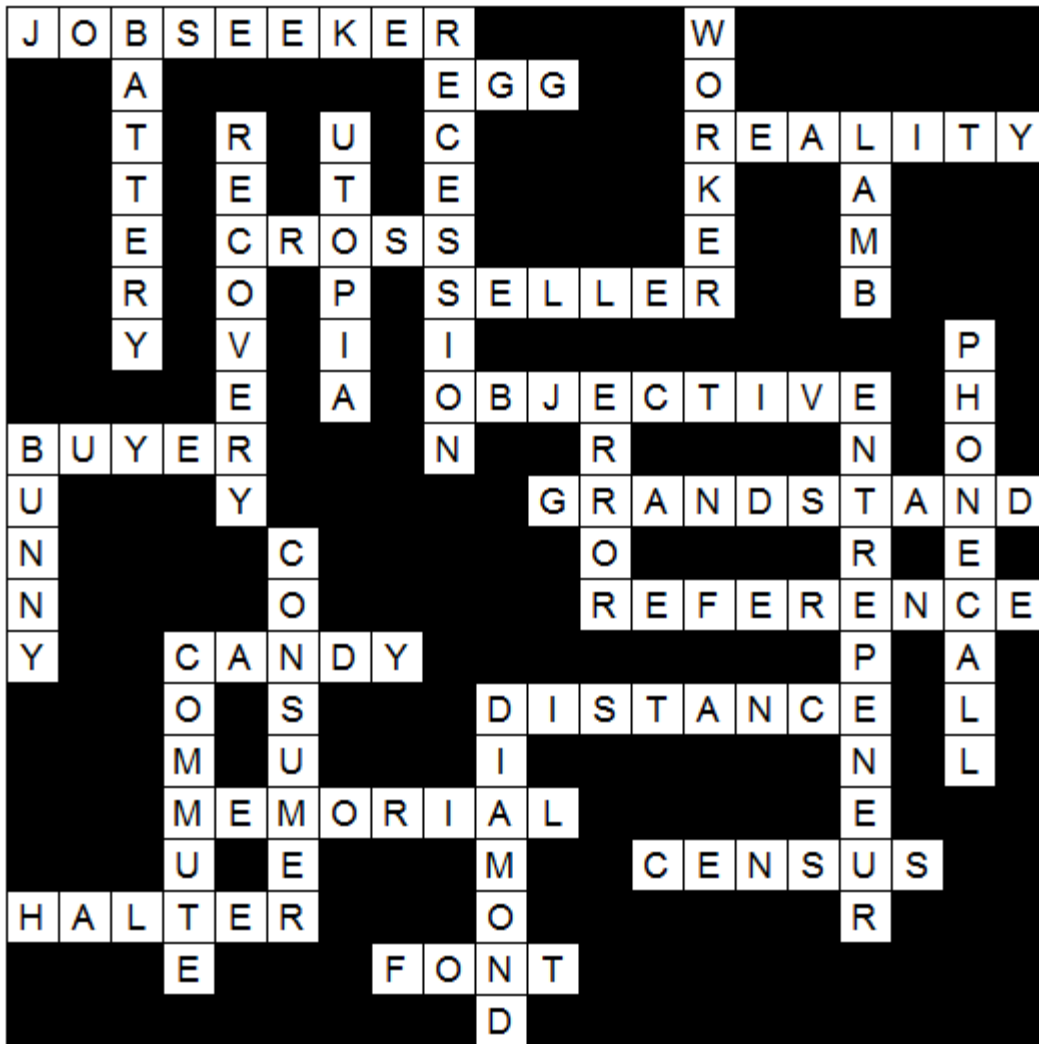
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[Return to Top](#)

April-May Crossword Puzzle Answers



[Return to Top](#)