

Professional Services Group – Morris

Volume 1, Issue 3

September 2009

A note from the facilitator...

Dear PSG friends,

Summer is coming to an end and I want you to sit back and think what would be the most exciting, happy thing that you will remember from



this time. I understand that a lot of you are under stress and probably didn't take a real vacation this year, but when the good times come again I want you to remember happy moments that you had this summer. Good memories last longer than bad ones, so think what you can do to

overpower your unpleasant experiences, pressure to find a new job, lack of money, etc., with something that will bring you good memories and a smile to your face.

Back in 2003, my husband and I both lost jobs almost at the same time. Though we were very short of money we decided to take a two week vacation; it proved to be the best decision we made. We are both working now again and when we recall that one of the toughest years of our lives, we talk about our vacation, what a great

time we had, places we visited and friends we made on that trip. It took us longer to recover financially after we found jobs and for over two years I had to work on two jobs to pay off the debts, but when I look at the pictures of us riding horses at the edge of Bryce Canyon, it still takes my breath away, the nature there was surreal, like we were on another planet.

Though our vacation was costly, you don't have to spend a lot of money to do something that will bring back good memories. Go white water rafting (I've done it and I'm sure that only one day of this fun you will remember all your life), kayaking, invite all your friends for a potluck dinner, have a romantic picnic in a park with a great view. How about Pyramid Mountain Park in Boonton Twp, with its unusual glacial formations, dramatic rock outcroppings, extensive wetlands, waterfalls, and scenic overlooks – including views of the Manhattan skyline, and Tripod Rock, a 160-ton boulder resting atop three smaller boulders? How about a "Do It Yourself" project? (You will gain new skills, save money, improve your home, and show it off to your friends.)

Time in transition is temporary; memories stay with us. So keep yourself busy and have some fun. Life is too short, live it to the fullest every day and smile (even when you want to cry).

With best wishes,
Elena Collins

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HOW I LANDED

PSG will be highlighting success stories of colleagues using different techniques to get their dream jobs. Our debut article is contributed by Sustainability Engineer, Beth Kujan who wrote a letter to PSG expressing her gratitude for the support and confidence PSG gave her throughout her transition.

Beth was hired by being positive, persistent, listening to sound peer advice and ultimately switching her career goals. Her success also is attributed to networking and putting her CARs/PARs into a presentation binder for her interviewers.

Landing was a process that began when Beth and her family attended a pivotal dinner party which eventually led to her employment as a consultant at a medical device company.

-Caroline Bucquet

Using a Winning Mindset to Land

Dear PSG,

I trust this letter finds you all well and upbeat about your chances to land soon. I came to Dover PSG in October, 2008 after having been laid off. Classes, coaching and networking with you gave me the strength to call myself a sustainability engineer, even though this was a change of field.

Creating a new role for myself was intertwined with networking. One night in October a friend from graduate school, who is an R&D manager in Franklin Lakes, invited my family and a neighboring family to a dinner party. When another guest asked what I did, my hosts froze. After all, I was unemployed. Surprising them, I enthused about studying carbon accounting and how I saw that leading to great things. An animated conversation ensued.



Soon afterwards I learned that my friend's boss started talking about sustainable syringes and packaging, she had something to say about the approach. She called me for some advice. Months later, a job description emerged that looked remarkably like my résumé. Fellow PSGer, Brad Schweon also shared a trusted contact with me, and this person (also a former PSG member) gave me excellent advice for preparing for my interviews. With a better understanding of the corporate culture, I came prepared with an organized spiral-bound portfolio for each interviewer.

The interviews were tough; each manager had different questions, which I addressed as best I could. Yes, they picked me over the competition, but downgraded the offer from permanent employee to contractor. Preparation from Dover PSG's networking meeting (Morris County Career Network) allowed me to accept the offer with grace. Advice from MCCN's SCORE mentor and my colleagues at the Renewable Energy Network was also invaluable.

Dover PSG taught me confidence in networking and that style is an antidote for age misconceptions. Wearing my college ring is something I plan to keep up. Also, I plan to continue teaching night classes at County College of Morris on sustainable business practices. I know a one year contract may be only that: one year.

Back to you: it is an honor and a practical boon to have been a member of Dover PSG. Thank you for your help. I care about you all. Good luck to you and land safely!

Cheers,

Beth Kujan

We want to hear from YOU!

Please submit your success story to
PSGMorrisNewsletter@yahoogroups.com

Gold Box Experiences

By Joyce Poff

On a shelf in the Opportunity Center, sits a gold box that contains written reflections on the positives of being in transition. It was Elena Collins' idea to capture these musings. So often we become discouraged and wrapped up in our job search, and the fact of being unemployed in this struggling economy that we lose sight of the positive and joyful experiences that would not exist if we were not in transition.

This column is inspired by the gold box and its purpose. PSG people are sharing the good developments in their lives as a result of being in transition.

Dan Harrison – He's now more focused on his health and has left some of the junk food behind. As a result, he's thirty pounds trimmer. He has also expanded both his social and professional networks.

Dale Favia – The extra time she's able to spend with her son has resulted in him receiving straight A's, academic awards and being placed in advanced studies.

Pamela Plaza – Pam's decided to start a new career in medical coding and is taking formal classes to support that decision. She's also volunteering at Morristown Memorial Hospital as a patient guest representative and at Norwescap/RSVP, a volunteer resource agency. With all this, she still finds time to crochet!

Marc Schoenholz – You may have seen him with his camera. Marc's website, www.marcschoenholz.com, is the best testimony to the beauty and wonder he sees all around us. It's inspiring to say the least.

Joyce Poff – For myself, I finally had time for my grandson, family and friends. I have also developed new networking skills, created a whole new network, and am learning more about myself through the offerings of PSG, other groups and a career coach.

"Find a rainbow in your cloud; Be a rainbow in someone else's cloud." - Maya Angelou

I Laughed When They Said: "You're in Sales"

By Charles Ballinger

In the residential real estate industry where I work, there's a term called "highest and best use." That means identifying the best possible use to which a property -- any property -- can be developed. In my career transition process, it's also a term that often causes me to pause and think. For example, for one real estate site, its "highest and best use" might be a home, for another a business, for another a school, and for still another a recreation area or a building.

Like myself, every Dover PSG in-transition person is struggling to find and apply his own version of "highest and best use." Finding one's highest and best isn't easy -- it means performing an honest and upbeat appraisal of one's true nature, best talents and abilities, CARs and PARs -- and then successfully "selling" those valuable assets to an impartial interviewer whom you've never met

but who at least is willing to talk with you and be impressed.

For me, Sales was always a foreign activity performed by a group of fast-talking road warriors with seemingly limitless travel accounts. I was always too busy with my own professional work to pay much attention. Me, sell? Selling to me was like the old joke, "They all laughed when I sat down at the piano." But as I once heard one of these very focused road warriors say, "You must find your Selling Advantage!"

As Kevin Thompson, one of our recent, excellent PSG speakers and outstanding Careers-In-Transition coach stated, "Focus on your strengths -- not on your weaknesses." In this challenging in-transition world, it is essential to develop your personal "highest and best use" strengths until The Big Sale you presently seek is closed.

INTERVIEW TIPS

Hit a HOMER in Every Interview

By John Hadley, Career Search Counselor,
www.JHACareers.com

In the July issue, I shared my "HOMER" template as a useful way to break down the interview into 5 stages:

H = Homework
O = Opening
M = Middle
E = Ending
R = Re-Sale



Last time we zeroed in on the Homework and Opening stages, and this time we will get into the other 3.

M = Middle

This encompasses everything that happens until you get to the end of the interview. Here you need to work to convert the interview from a Q&A session into a natural, influential conversation. You need to build rapport with the interviewers, and in the process dig deep into their issues. You want them to see you as a strong solution to their challenges. (For more on this, read "Hit a Home Run in Every Interview" at www.JHACareers.com/ArticlesInterview.htm.)

E = Ending

This is a stage that is often given short shrift by candidates. They are so relieved to have gotten through the interview, or are so afraid that they might blow it at the end, that they forget to take 2 critical actions:

1. Unearth and answer objections.
2. Create their own action step.

Often candidates are afraid to ask about potential objections – they want to let sleeping dogs lie. However, if the interviewer has potential objections that are unexpressed, your candidacy is almost certainly over. The problems the interviewer sees are not going to get better in hindsight, they are going to fester and grow. It is your job to surface them, so that you have a chance to answer them!

Just ask a question like, *"Is there anything else I can tell you that would demonstrate I am the candidate you would want to hire?"*

Now watch and listen very carefully to the answer. The body language, vocal tone, and way they answer the question can speak as loudly as the words themselves.

Finally, don't leave the next step in the process uncertain. Once you've gotten clear on what their next steps and time frame are, set up your own action step – a date you are going to follow up to check on the status. Do this explicitly, so that you have the opportunity to demonstrate how organized and professional you are when you do what you said you would, exactly when you said you would do so.

R = Re-Sale

There are at least 3 places where there needs to be a re-sale...

1. When you write your thank you letters. Don't make the mistake of thinking of these just as thank you's, they are key marketing documents! Don't assume that the interviewer will have taken careful notes and will remember every key aspect of what you bring to the table, particularly not if there are going to be other candidates to consider.
2. When you get the job offer. Most of the time you are going to want to do some negotiation at this stage, but don't just jump into it. Express your excitement about the position, and what it is that you are confident you will be able to accomplish for the company in this role. Set the stage properly for the negotiations.
3. After you accept the offer. You are about to embark on a long series of first impressions in the new job or at the new company, and it is vital that those be very good impressions. People are making snap judgments as to whether you are a mover and shaker, someone to watch closely because you are going to make great contributions, or someone they can pretty much ignore as a routine contributor (or worse). Those judgments are going to have a lasting influence on your success at that company! (For more on this, read "Hit the Ground Running In Your New Position" at www.JHACareers.com/ArticlesGroundRunning.htm.)

Hit a Homer in Every Interview (cont.)

If you think through these 5 stages of the interview process, and carefully prepare for each, you too can hit a HOMER in every interview!

John Hadley helps job seekers frustrated with their search. He offers a FREE monthly Career Tips Email newsletter, each month bringing valuable advice on marketing yourself for a career search, or for accelerating your career. You can find a variety of career resources on his website at www.JHACareers.com.

I have all the qualifications, so why am I not being hired?

*By Alex Freund, Principal,
Landing Expert—Career Coaching
www.landingexpert.com*

For you, the only thing you want is to get a job. For the hiring manager, making the hire is a priority competing with many others at the same time. So what is going on in the hiring manager's mind? Most hiring managers take no pleasure in the hiring process. It's just one more thing they have to take care of, and they often feel insecure in making that final decision, since some of their previous hires proved disappointing.

A hiring manager also knows that making a hiring mistake could potentially ruin his reputation and credibility. While reviewing résumés he is asking himself three questions: Why should he interview you? What can you do for him? and If hired, would you be effective in filling the job duties?



Now, provided that you get invited for an interview, the hiring manager has three more qualifying questions to answer before deciding to hire you: (1) Are you particularly good at what he needs done? He is not hiring just average people. This is your opportunity to recite your accomplishments eloquently and succinctly. Do not repeat what you said in the past. Highlight

only your accomplishments and the results. (2) Do you fit into his organization? This is the primary area in which you have to be convincing. You may have all the qualifications, but if the hiring manager cannot see you as part of his organization, then nothing will help you. (3) Are you committed? The hiring manager sees in you an investment—hopefully, a long-term investment. And he wants to make sure it's a good one. He also wants to make sure you are promotable and have the potential to grow within the organization.

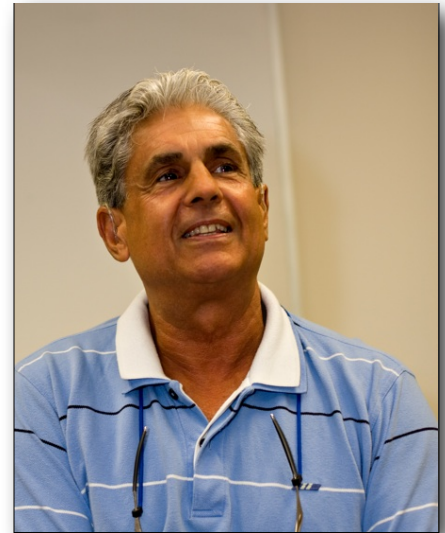
As you can see, the hiring process is complex for both the hiring manager and the candidate. Both sides will share in the potential rewards as well as the associated risks. The question for the candidate remains: how to increase chances of getting hired by outshining the competition? The theoretical answer is to network to the max, because statistics have proved that 60 to 80% of people found their jobs via networking. The practical answer is to mock-practice your interviewing skills. You can do that with friends or your spouse or—best of all—with a qualified career coach. The reason that interviewing skills are vital to acquire is simply that hiring managers make their decisions based on how well you interview and not on your job skills.

"Landing Expert" is an integrated career coaching service with the objective of helping and supporting those in transition or those seeking to make a job change. Half of the two-hour session is devoted to mock-interview practice while the remainder of the time is spent on subjects such as: the résumé, the proper use of LinkedIn and other social networking, learning how to overcome perceived liabilities and even how to effectively negotiate your compensation, among many others. My website www.landingexpert.com includes the Job Search Networking Database visited by over 2000 people per month.

SALES TRAINING WORKSHOPS

The Career Events committee successfully concluded our first "Sales Training Skills Boot Camp" series of workshops. There were seven four hour workshops held between July 14 – August 4. The workshops were held at the County College Of Morris (CCM) and were a huge success. All 44 PSG members in attendance found the workshops to be extremely beneficial not only for those pursuing a career in sales but overall for everyone in job transition pursuing a new career. Bottom line, all Dover PSG associates in job transition are in Sales; we are the product and we are marketing / selling ourselves. Andy Daino a "World Class Sales Trainer" with over 50 years of experience did a fantastic job teaching the workshops. Special thanks also goes out to Charles Lamb (CCM Director) for letting the Dover PSG utilize a classroom at CCM. Another series of Sales Training workshops are slotted to take place in October, 2009 at the County College Of Morris. More details will be forthcoming.

- Mark Muschko



Photos by Bob Loder, Marc Schoenholz
and Brad Schween

ONLINE TECHNIQUES

Protecting Yourself from Job Scams Online

by Andrew Brandt



Most job offers you find online are legit. Unfortunately, there are people on the Internet (and in real life) that prey on the misfortunes of others, including the jobless.

Here is a sampling of some common online scams (you may have seen them):

- You buy a kit to make money stuffing envelopes. When it arrives, you discover you are stuffing ads for others to buy the same materials from you and stuff their own envelopes.
- An ad offers you money to work at home. You just pay a set-up fee. You send a check and you never hear from them again... Or you do the work and get a large paycheck. They call, say they overpaid, and instruct you to send back the difference. They cash your check and the one they sent bounces.
- You order a free training DVD to make money selling ads (or clicking on ads or entering search terms) on Google. You just pay a small shipping charge by credit card. You get the DVD and later find persistent monthly charges on your card.
- A company wants you to be an agent to process credit card orders or checks, deposit them into your bank account, and wire the money to the company. It's easy work until you discover the credit card numbers were stolen and the checks forged.
- A firm advertises for "logistics managers" to receive merchandise and reship them to a foreign address. The merchandise was purchased with stolen credit card numbers, mailed to your home, and you're now part of an international crime ring.

To protect yourself, use common sense and look for certain phrases or routines.

Kate Lister and Tom Harnish, in *Undress for Success* (John Wiley & Sons), note that scam ads have too many exclamation marks and capital letters; they have *unlimited income potential*;

they're for a *limited time*; they have atrocious spelling; instruct you to call a 1-900 phone number (charged to you); and *no education, training or experience is required*.

You are assured it is *completely legal!!!*

If suspicious, do a Google search on the company name and the word "scam" or "complaint."

For more info, see the following sites:

Internet Crime Complaint Center (IC3), a partnership between the FBI, the National White Collar Crime Center, and the Bureau of Justice Assistance (BJA), <http://www.ic3.gov/default.aspx>

Better Business Bureau: <https://odr.bbb.org/odrweb/public/GetStarted.aspx>

Federal Trade Commission: <https://www.ftccomplaintassistant.gov/>

Phishbucket.org www.phishbucket.org/

This article is an excerpt from a new chapter in Andrew Brandt's book about networking and job hunting online and learning LinkedIn: The Job Seeker's Guide to Online Networking and Using LinkedIn. To get a free copy and learn about additional scams (no, it's not a "how-to" primer, at least not this chapter), email andybrandt531@yahoo.com, put "LinkedIn Guide - PSG News" in the subject line, and introduce yourself in the email message. (No scam. No spam. GUARANTEED! IT'S COMPLETELY LEGAL!!!)

Live Networking Suggestions from Andrew Brandt

Life exists outside of LinkedIn. Here are a few other web resources for live networking:

Get Invited www.EventMe.com. Subscribe to get email notices for selected New York area events, including networking events.

www.networkingforprofessionals.com This site does online networking but also sponsors live regional business networking events in the NYC and Philadelphia areas such as Shakers and Stirrers Business Networking Mixer, High Speed Networking and Power Lunch.

placematsplus.com/NJNetworking.php Placemats Plus, a Denville-based company, keeps a useful list of New Jersey networking events.

Experiences with spare time in the quest for the next success...

By Brad Schweon

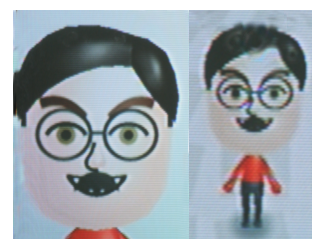


After the sixty hour weeks on the job, the job search time is "liquid." One may have some spare time during "normal" office hours and less time after work hours engaged in evening networking events. As my colleague Joyce mentioned, we do have more time to spend with family.

The list of low cost repairs keeps growing. I decided to attempt two plumbing projects. The kids and my wife (wisely) decided to vacate the house (and township). After I began the project, I realized why I decided to go to college. After five hours and adding 47 new four letter words to my vocabulary, the job was finished, or so I thought. A week later the \$%^* trap is leaking and I cannot find the #*%^ tool to disconnect the #*\$%^ thing. It is time to call the in-laws for help.

My kids enjoy playing with the Wii, an interactive video game. I like playing Wii Baseball since it is simple and I can understand most of the video game rules.

One may choose players from a group of animated characters. I noticed a character called Dad, so I picked him. The player was slow, could not hit or field and walked with a waddle. I found out later the character was created by my kids using another game function. My children enjoyed endless minutes of pleasure and laughter as I expressed my frustration with the "player."



Recent information from a networking meeting...clothing tends to shrink the longer it resides in a closet.

Membership Committee Report

HOW CAN I JOIN PSG?

Initially, all members must attend seven 3-hour training classes/sessions. These sessions are similar to costly out-placement programs offered by some of the major corporations. The first of the training sessions begins with the Orientation / Introduction at 1:00 PM every Wednesday at the Workforce NJ Facilities, located at 107 Bassett Highway, Dover, NJ. Call 973-361-1034 to register for Orientation. All training sessions are conducted in the Dover Office.

WHAT TOPICS ARE COVERED AT THE TRAINING SESSIONS?

- Orientation
- Networking
- CARS / PARS: This stands for "Circumstance - Action - Result" and "Problem - Action - Result." These little stories are an intricate part of your job search techniques and they are utilized in your résumé.
- Résumé Writing

- Interview Techniques
- Mock Interview
- Opportunity Center: Helping fellow members find a job.

WHAT HAPPENS WHEN THE SEVEN SESSIONS ARE FINISHED?

Each person who completes the seven sessions is required to volunteer three (3) hours per week performing PSG support activities. In exchange for the volunteer effort, members are permitted to use the PSG facilities including telephones, fax, copiers, and computers to conduct their personal job searches. Also, all active PSG members benefit from incoming job leads, mini-résumé mailings to employers, and supplemental training. Additionally, guest speakers and support group activities take place at the PSG General Meeting, which is also held at the Dover facility each Wednesday morning at 9:00 AM. Potential members are invited to attend the General Meeting to see how the group operates.

For more information contact the Membership Committee.

COMMITTEE REPORTS

CAREER EVENTS COMMITTEE

Each week the Career Events Committee has been orchestrating weekly presentations by top notch presenters on all aspects of the job search. Upcoming presentations for August through mid September are being solidified. So far the following presentations are either finalized or in the process of being nailed down:

- August 19th – Jim Jarvis – "Developing a Personal Plan-- The Targeted Marketing Approach"
- August 26th – Ira Kaplan - "Software on a Zero Dollar Budget" and "How to Create a Web site or Blog and Make Your Web Presence"
- September 2nd – Image Consultant – Presenter TBD
- September 9th – LinkedIn, Twitter, Etc... - Presenter TBD

Mark Muschko
Career Events Committee Chair

MARKETING

The Marketing Committee has some great projects in the pipeline. Here's a partial list:

1. A brand new PSG of Morris County (ta-dah!) **WEBSITE!** A streamlined, impactful and user-friendly site that will make us all proud. New branding colors & many contemporary elements. Please note: this is *not* an overnight project, but we are committed to moving things along quickly, while making sure that we are getting it right.

2. We are making direct and personalized connections with alumni and key companies and organizations. The goal is to pilot development of a new and active corporate database.

3. We still anxiously await DOL approval of our new PSG of Morris County brochure – a key marketing tool in our reach-out to our target markets.

4. To Tweet or not to Tweet, and other 21st marketing questions: exploring the advisability of PSG presence on various social networks.

Our Mission: to build better awareness, recognition and utilization of the Professional Services Group of Morris County and to promote its candidates to employers in the greater New Jersey/New York area.

Please contact Julie Smolin, jkath1818@optonline.net, or Anita Murphy, anitamurphy9@gmail.com with suggestions or to ask about our **new meeting schedule** at St. Peter's in Morristown.

Julie Smolin
Marketing Committee Chair



Bob Delpizzo is shown here hosting a recent PSG Dover Wednesday morning meeting.

PSG - Driving Employment through Member and Organizational Strength

OUR VISION:

PSG will dedicate membership resources to become the leading provider of services to help fulfill our mission. Through active participation members will obtain valuable new knowledge, expand personal and life experiences and leave each meeting revitalized for the tasks of securing gainful employment and enhancing our economy. These efforts will create the organization of choice for linking job seekers to employers and alumni.

OUR MISSION:

PSG is a self-help volunteer organization for professional level job seekers. Members pursue three goals:

- **To find employment as quickly as possible;**
- **To help other PSG members find employment;**
- **To help the group as a whole.**

July 2009 CONGRATULATIONS

John Nehls – IT Consultant (Precision Systems)

James La Marta – Consultant

Debra Small – Consulting (Conf.)

Chip Robinson – Associate (Degrade and Halkovich)

Tom Vitale- VP (Credit Suisse Bank)

Patricia Ann Canty – Global SOX Compliance Manager (Covance, Inc.)

Werner Schwarzenbach - Programmer/Analyst (Merrill Lynch)

Michael Deering - WEB Developer (Picatinny)

Judy Rugg - Hospice Nurse (Homeside Hospice)

NEWSLETTER STAFF

Brad Schweon, Co-Chair	Caroline Bucquet
Bob Loder, Co-Chair	Peter Herbst
Charles Ballinger	Sam Horton
Andrew Brandt	Joyce Poff

Contact us here with your story ideas or comments.

The NEWSLETTER COMMITTEE meets following the Morris County Networking Group at St. Peter's Church in Morristown on the 2nd and 4th Monday of each month at 11:00 am. Please - join us!

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*Sponsored by the NJ Department of Labor
and Workforce Development*