

OAKLAND BUSINESS & Finance

Avoid fancy folders, mull dual job offers, be confidential



Q I've spent a lot on fancy folders for my resume. Do these things really get noticed?
A Yes, I notice how little time it takes to throw them away. Anything that requires extra labor to find real information will only be regarded as irritating by those of us who read resumes in volume. Additional pages slow me down. Clear plastic covers are sticky with static electricity. Binders with spines are difficult to file. Just last week, I dismembered from these masterpieces only to find that it was held together by glue from the labs of hell — what a mess. Although well-intentioned, this kind of packaging fails to impress. In fact, there seems to be an inverse relationship between the quality of the candidate and the weight of his resume. Clean and simple is much more credible than fancy and fluffy.
Derrick M. scheduled a networking meeting with me recently. To be honest, I wasn't looking forward to it but, hey, it's what I do. Clear plastic covers are sticky with a box of doughnuts, my attitude changed quickly. What a nice guy... how can I help?
Q Three days after accepting a good job offer, I received a better offer from a company I had interviewed with months ago. What do I do?
A Isn't it nice to be wanted? There are two schools of thought on this one. You choose. The Martyrdom School: When I say I'm going to do something, I do it. My acceptance was the same as signing a verbal contract. This employer has concluded a tough search and is counting on me to show up. The other company should have acted faster. The Gift Horse School: My first obligation is to myself and my family. I might feel like a rat when I tell the company I'm not coming, but I'd always regret it if I didn't take the second offer. This is business. They wouldn't hesitate to lay me off if it was business, either. It's quite common for a person to go through a long dry spell in a job search, then receive several offers at about the same time. It's a good problem to have.
Q I'm about to start a job search, but it has to be confidential. Tell me I'm paranoid.
A Call it prudent. If your current employer discovers you're looking, your exit could be expedited. Companies usually find out that an employee is on the market in one of two ways. First, your pattern and habits change: long lunches, phone calls with the door closed, unusual requests for time off. Eventually your boss confronts you. Second, word gets back to the company through the grapevine. In some disciplines or industries, everyone seems to know everyone else, and people love to gossip. Don't count on the confidentiality promised in newspaper ads or by recruiters. While few people would intentionally blow your cover, sloppiness in handling resumes or loose lips could quickly do you in. There is always a risk, but try these ideas to minimize the odds of discovery:
Emphasize in your cover letter that your search is CONFIDENTIAL (bold, caps, underlined). Stress that you should only be called at home.
Consider omitting your company's name from your resume (recruiters won't like this, but other companies won't care). Just outline the industry in broad terms under Current Employer.
When visiting a recruiter, notice the other resumes on her desk. Face up or face down? A pro keeps them face down in case someone you happen to know came in earlier. Don't leave your resume if it won't be handled properly.
Ask for after hours or Saturday interviews. Hiring authorities realize that many good candidates are currently employed and have some time management problems. People are remarkably accommodating, at least for the first interview.
Don't sign anything releasing a recruiter to check references. Be polite, but indicate that you prefer waiting until mutual interest with a new company has been established.
Avoid telling anyone, even your most trusted associate, that you're looking. People say things inadvertently or like to tell their most trusted associates. In the end, if you're caught, deny everything.
Send questions to George Hayes Job Search, P.O. Box 2487, Southfield, MI 48037. Mr. Hayes is president of Emplex Corp., an outplacement and pre-employment testing firm located in Southfield.

GEORGE HAYES

BUSINESS MILESTONES

This column highlights promotions, transfers, hirings and other key personnel moves within the Oakland County business community. Send a brief biographical summary including the town of residency and employment, and a black-and-white photo, if desired — to: Business Editor, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. Our fax number is (810) 644-1314.

man, Miller, Schwartz and Cohn, where he specialized in commercial litigation and general corporate law. Slavon Sandiman was named national accounts manager of U.S. Military and Duty Free at R.J. Reynolds Tobacco Co., a Winston-Salem, N.C.-based corporation. He joined the company in 1986 as a sales representative and has various sales management positions in both the domestic and international divisions.



Sandiman

Dr. Carole McCollough of Southfield, former associate professor in the Library and Information Science Program, was named associate dean of the Wayne State University Library System. She will provide support for University Library Systemwide total quality management initiatives and projects. She also will be responsible for coordinating the University Libraries' collection development, public services, and statistics.



McCollough

Gary August of Bloomfield Hills has joined the Detroit law firm of Cooper, Fink & Zusmer. He comes from the Detroit firm Honigman, Miller Schwartz and Cohn, where he practiced as a member of the litigation group.



August

Hans Erickson of Bloomfield Hills has joined BDO Seidman as information technology practice leader for the Troy office's management consulting team. He brings 16 years of consulting experience to the position.

Kevin Berry of Royal Oak was named senior associate at Birmingham-based Conway MacKenzie & Dunleavy, a financial and manage-

ment consulting firm. He specializes in turnaround and crisis management in a variety of industries in addition to bankruptcy and insolvency matters. Julie Rogers of West Bloomfield has joined CIT/Capital Equipment Financing as district manager. Based in Detroit, she is responsible for project and equipment financing for the state of Michigan.

Pamella Haddock of Bloomfield Hills was named capital projects director in the Office of Major Gifts and Capital Projects at Washington University in St. Louis. She will coordinate university efforts involving capital projects for new facilities and special endowments.



Haddock

Michael Miller of Farmington Hills was named global compensation and benefits director at Southfield-based Lear Corp. He will oversee design and development of compensation and benefit programs worldwide.



Miller

Mark Ringes of Farmington Hills was named area counsel for Southfield-based IBM's Great Lakes Area. He joined IBM in 1992 as an attorney in southeast Michigan after three years of practicing law with the Detroit firm of Honig-

The Ultimate Showroom.

Ameritech Yellow Pages advertisement featuring a map of the Metropolitan Detroit North Woodward Area and a list of services including business listings, car information, and more.

Your Ameritech Yellow Pages is here. And if you're looking to buy a car, it couldn't have come at a better time. Now inside there's a great new Automotive Guide, with pricing and feature information on over 200 car and truck makes and models via Custom Connect. See Page 2 for a list of new shopping features. Check out Ameritech's new Golf Guide, Internet Guide and more. There's no easier way to find all the information you need. Just think of us as your information superhighway.



YOUR LINK TO BETTER COMMUNICATION

Guides available in select Detroit Metro area directories. Local phone charges may apply. Information is free.

BUSINESS MARKETPLACE

Marketplace features a glimpse of Oakland County business news and notes, including corporate name changes, new products, new store or office openings, new affiliations, new positions, mergers, acquisitions and new ways of doing business. Write: Business Marketplace, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. Our fax number is (810) 644-1314.

CYBER KIDS About 25 disadvantaged youths will surf the Internet with computer-savvy staff members from the Southfield branch of MacTemp's personnel services. The event, Cyber Kids, celebrates MacTemp's fifth anniversary. Activities will include a high-tech scavenger hunt where children will search for computerized images and messages as well as on-line communication. The youngsters will be sponsored by two nonprofit groups: Boysville of Michigan and Big Brothers/Big Sisters. The event will take place at Big Surf Cyber Care in Birmingham.

FINANCIAL FORUM The CareerTalk Financial Network presents a free career financial seminar from 7-9 p.m. April 27 and May 30 at the Warren campus of Detroit College of Business, 12 Mile and Dequindre.

Jerry Kaufman, financial economist and director of Oakland County-based MP3 Outplacement, will speak on "Career & Financial Strategies: Where Do I Go From Here?" Topics will include career strategies, financial strategies, IRA rollovers, 401k plan transfers and investment strategies. Wayne Pirman, a certified fund specialist and a registered financial consultant, will be guest speaker. For advance registration, call (810) 358-9877.

SOFTWARE FORUM Madison Heights-based System Solvers Ltd. will host a free project management software seminar from 9 to 11 a.m. Friday, April 28, at the Doubletree Guest Suites, Troy. Keynote speaker will be John Clinio, project management consultant at Systems Solvers. Call (810) 688-7400.

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RICHARD WYGONIK

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*Member National Law Clearing and Title **Admitted to Michigan and Federal Courts, 1973 **Admitted to U.S. Virgin Islands Bar, 1993