

## RITES of Passage

### WEDDINGS AND ENGAGEMENTS

#### Bumanlag-Fermin

Mr. and Mrs. Manolo Bumanlag of Oak Park announce the engagement of their daughter, Monica, to Dr. Roy Fermin, son of Mr. and Mrs. Leonard Fermin of Troy.

The bride-to-be is employed by William Beaumont Hospital-Royal Oak in the Cardiac Telemetry Unit.

An August ceremony is planned at St. Rita's Catholic Church in Sterling Heights.



#### Knotek-Bebutoski

Ann Zent Bebutoski became the bride of Gregory Knotek during an Oct. 7 ceremony at Trinity Lutheran Church in Fort Wayne, Ind.

The bride is the daughter of Donald and Suzanne Bebutoski of Fort Wayne. The groom is the son of Carolyn Knotek of Rochester Hills and the late Bernard Knotek.

The bride is a graduate of Yale University and Washington University Law School. She practices law in Chicago.

Her husband is a graduate of Brother Rice High School and the University of Michigan. He is employed by Andersen Consulting in Chicago.

The couple are making their home in Chicago.



#### Ligon-Zinkel

Mary Barbara Zinkel and Robert Russell Ligon were married Nov. 11 at Holy Name Church in Birmingham.

The bride is the daughter of Mr. and Mrs. Robert John Zinkel of Birmingham. She is a graduate of the Academy of the Sacred Heart and the University of Michigan. She is employed as a public relations director at the Detroit Auto Dealers Association.

Mr. Ligon is the son of William Ligon of West Bloomfield and Judy Ligon of Waterford. He is a graduate of Central Michigan University and is employed as account manager at IPT Automotive.

A reception was held at the Dearborn Inn. The newlyweds are honeymooning in Carmel, Calif., and they are making their home in Birmingham.



#### Acitelli-Rubin

James and Colette Acitelli of White Lake Township and Fredrick and Carol Smith of Livonia announce the engagement of their daughter, Sheryl Ray Acitelli, to Allan Stephen Rubin, son of Carl and Iris Rubin of West Bloomfield.

The bride-to-be is a graduate of Michigan State University and is employed by California Industrial Products in Livonia.

Her fiancé is a graduate of Michigan State University and Cooley Law School. He is an attorney with the Southfield law firm of Rubin and Rubin.

An August wedding is planned.



#### Canfield-Clemens

Mr. and Mrs. Jack Canfield of Novi announce the engagement of their daughter, Rebecca Paye, to William Stuart Clemens, son of Mr. and Mrs. Stuart Clemens of Rochester.

The bride-to-be is a graduate of Walpole High School and is attending Oakland Community College. She is employed by Michigan Automotive Sprinkler Inc.

Her fiancé is a graduate of Rochester Adams High School and Oakland University. He is employed by Century Rain Aid in Madison Heights.



#### Brisson-Leonard

Mr. and Mrs. Victor Brisson of Rochester announce the engagement of their daughter, Nicole, to Gail Leonard, son of Mr. and Mrs. Brian Leonard of Fairfax, Va.

The bride-to-be is a graduate of Western University and is employed by MCI in Atlanta.

Her fiancé is a graduate of James Madison and is also employed by MCI in Atlanta.

An October ceremony is planned at St. Andrew's Catholic Church in Rochester.



### ANNIVERSARIES

#### Pilarsinski 50th

Mr. and Mrs. Stanley John Pilarsinski of Rochester Hills celebrated their 50th wedding anniversary on May 6 with a party in May 10 hosted by their three children.

Mr. Pilarsinski is a Chrysler retiree and Mrs. Pilarsinski was employed by the Kowalski Sausage Co.

The Pilarsinskis have three children, seven grandchildren and four great-grandchildren.



#### Sowa-Greaves

Mr. and Mrs. Roman Sowa Jr. of West Bloomfield announce the engagement of their daughter, Erin Nicole, to Robert Michael Greaves, son of Mr. and Mrs. Michael Greaves of West Bloomfield.

The bride-to-be is a graduate of West Bloomfield High School and Wayne State University. She is working on a post-degree and is self-employed as a fitness instructor.

Her fiancé is a graduate of West Bloomfield High School and is attending Wayne State University. He is employed as a computer technician in the West



#### DeWolfe-Rappaport

Mr. and Mrs. Bernard DeWolfe of Birmingham announce the engagement of their daughter, Darci Jean, to Aaron Craig Rappaport, son of Mr. and Mrs. Elliot Rappaport of Farmington Hills.

The bride-to-be is a graduate of Sealhorn High School and Michigan State University. She is employed as a financial communications consultant at Galt/Harris Communications Inc. in Chicago.

Her fiancé is a graduate of Park High School and the University of Michigan. He is attending the Kellogg School at Northwestern University and is employed in online trading at the Chicago Mercantile Exchange.

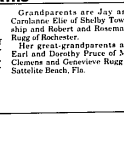
A September wedding is planned at The Village Club in Bloomfield Hills.



### BIRTHS

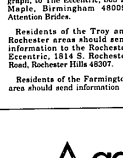
#### Savannah Nicole Rugg

Michelle and Jamie Rugg of Troy announce the birth of their daughter, Savannah Nicole Rugg, on April 16, at Royal Oak Beaumont Hospital.



#### Local engagement, wedding, anniversary and birth announcements run in the Thursday and Monday editions of The Observer & Eccentric.

Residents of the Birmingham-Bloomfield, West Bloomfield and Southfield areas should send their engagement, wedding, anniversary or birth information, with or without photo-



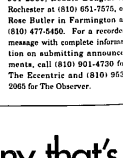
graph, to The Eccentric, 885 E. Maple, Birmingham 48205, Attention Brides.

Residents of the Troy and Rochester areas should send information to the Rochester Eccentric, 1914 S. Rochester Road, Rochester Hills 48307.

Residents of the Farmington area should send information to the Farmington Observer, 32411 Grand River, Farmington 48035, Attention Brides.

Preprinted forms that outline the information needed for your engagement or wedding announcement are available at Observer & Eccentric offices.

If you have questions regarding your announcement, call Sue Wills in Birmingham at 810-3300 for The Observer.



## Even with recruiter, pursue all leads



GEORGE HAYES

Q A recruiter I contacted months ago just advised that I am not qualified for the position. Would it be too pushy to call and point that out?

A Ask about an ad. I'm usually more impressed than irritated. God follows up skills suggest good management skills. If you're waiting the paper and chasing leads, you might be the hunter I'm looking for.

Besides, we recruiters do miss an obvious match once in a while. OK - more than once in a while. Much to my embarrassment, candidates have pointed out perfect fits that I have simply overlooked. High tech systems for classifying skills and retrieving resumes simply can't beat a set of human eyes when trying to marry people with job openings.

However, don't be angry or disappointed if the recruiter has already considered you for the position. You really can't tell much about a job from an ad or two next question. Still, it's a nice surprise when the recruiter says, "You're right! Why didn't I think of that?"

Q The employment advertisements I've placed for my company haven't drawn many responses. How can I get more quality leads?

A Go for the quantity - the quality will be there.

Most hiring authorities don't understand that an employment advertisement is like any other advertisement. Properly done, it encourages taking a specific action such as buying a car or

turning, coming in for a test drive or working for your company. This message defines the benefits that will accrue to those who respond.

A good ad is designed to get the most resumes possible within broadly defined parameters. It says little about what is actually required for the position.

For example, an employer would craft an employment advertisement that looks something like this:

**Design Engineer**

Requires B.S. in mechanical engineering from a big school with GPA of 3.5 or higher. Specific experience must include at least 5 years of solid design experience for vertical or horizontal

boasting machines using AutoCAD software. The successful candidate will also be a journeyman machine repair person. MBA strongly preferred. Must be willing to relocate to New Jersey or Bombay within two years. Should be fluent in Nepanese.

Who is going to respond to that? Nobody. The person doesn't exist. Any one who could have done the job will have found plenty of reasons to screen themselves out.

Write your ads as if that people want to invest the 32 cents. Pitch the positive aspects of the job. Emphasize the good stuff and limit the qualifiers. As the employer, you want to be the one making the decision about who fits and who doesn't.

■ A few falls in my unemployment program seem to be having difficulty setting up networking meetings. Using certain words and avoiding others in your written and verbal communications can help. Let's look at some good words and bad words.

Interview - this is the worst word you can ever use in networking. It's beyond profane. Nobody likes to do it. Most people associate interviewing with anxiety. Use this word and you will never get in.

Try substituting some better words such as brief discussion, chat, pick your brain, share a cup of coffee or lunch base. These are nice words. People like doing these things.

Looking for a job - This creates visions of the dust bowl since 1938. When a person calls me "looking for a job" I always imagine I'm talking to Henry Ford. Looking for a job means looking for a break. It sounds weak. Real breaks don't go to the weak.

Try substituting some better words such as exploring new options, making some better career changes, identifying opportunities, making a job transition. At least these words make it sound like you are in control.

Lunch - If you, a stranger, invite me to lunch, I guarantee that I will be tied up that day. Actually, the whole week looks bad. In fact, this month is shut.

Business people simply don't want to have lunch with total strangers when there is little in it for them. Make it clear that the meeting you are proposing will be brief, powerful, worth it, on the other person's turf (nicely put) and at a time he or she finds convenient (another good word). Unlike lunch, these words are desirable.

Small questions to George Hayes, Job Search, P.O. Box 2497, Southfield, MI 48037. Mr. Hayes is president of Empire Corporation, an employment, recruiting and pre-employment testing firm located in Southfield.

### 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 years of residency and employment and a photo, if desired, to: Business Milestones, c/o Business Editor, Observer & Eccentric News Service, 805 E. Maple, Birmingham, MI 48005. Our fax number is (810) 644-1314.

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**Brian Hill of Birmingham** has been elected president of the Southeast District of the Michigan Association for Hospital Administrators. As president, Hill is responsible for directing all of the organization's activities and chairing the five meetings held throughout the year.

**David Laitin of Cleveland, Ohio** has been elected president of the Automotive Industry Action Group, based in Southfield. He is an associate director. He is on leave part time from PPG Industries where he is a quality systems manager. Laitin's primary role with the AIA is to increase the participation of The Ohio suppliers in quality initiatives for the automotive industry.

**John Stull, who is moving to West Bloomfield**, has been appointed vice president of manufacturing for the U.S. Cement Group of Lafarge Corporation. The U.S. Cement Group headquarters are in Southfield. Stull has been with Lafarge since 1982. In 1994, he became plant manager at the Alpena plant.

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