

OAKLAND BUSINESS Finance

Kids learn golf, pride at Open practice day

Carl Rose, owner of Carl's Golfland in Bloomfield Hills, gave a few pointers to a future golfer from the Hollywood Golf Institute in Detroit, at a June 12 special outing for the kids at practice of the U.S. Open at Oakland Hills Country Club.

American Express sponsored the event for 60 minority youths ages 4 to 17.

"We like to get involved in projects that benefit kids," said Rose. "We make a lot of donations to many different groups. This is one of our favorites because we can instantly see the great effect that our sponsorship has on these children."

"Our mission is to utilize golf as much more than a leisure pursuit," said Selena Johnson, founder of Hollywood Golf Institute. "We teach golf as a means of communication, as a way of learning how to set and achieve objectives. And not least of all, we see how it instills a sense of pride in the kids."

The co-sponsorship supports "one of our five key corporate values of American Express: being a good corporate citizen in the communities in which we live and work," said Lee Wilson, AE district sales director-Detroit.



HELPING HAND: Carl Rose helps a young golfer hone his stroke.

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



Biondi

Philip Biondi has been named business manager at Findlay Industries in Southfield. He will be the Ford business manager with responsibilities for the sales and product development

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of products supplied to Ford Motor Co. He was previously a sales/program manager at ASC and in management with Barfield Mfg. and Detroit Steel.



Gregg

Michael Gregg has been named program manager at Findlay Industries in Southfield. In his new position, Gregg will be responsible for servicing Findlay's OEM customers. Prior to joining Findlay, Gregg was program manager at American Sunroof, Corp. (ASC) for four years.

Yoff Komori has been appointed international sales account manager at Findlay Industries of Southfield. He will handle international program management



Komori

national company in New York and Tokyo.



Krawczyk

Kelly Krawczyk of South Lyon has been appointed client service executive at the J.R. Thompson Company in Farmington Hills. Her new responsibilities will include servicing both the Mopar Accessories division and fleet operations for Chrysler Corporation.

Keep focus on fresh opportunities

Editor's note: This column originally ran June 3. It is being run again because of copy editing errors.

Q: Following a good second interview, I was told that a decision would be made shortly. That was five weeks ago! I've called several times but they won't give me an answer. Should I just forget it?

A: Companies frequently fail to give candidates a definite yes or no. It's probably the most frustrating aspect of looking for a job. In defense of most hiring authorities, long delays are often beyond anyone's control. Some openings become contingent upon internal personnel moves that were difficult to envision before recruiting efforts began. Others go from hot to cold as business conditions change. A million things can slow the employment process or make it fizzle altogether. Never count on something happening on schedule in a job search.

At this point, shift your focus to fresh opportunities. Spend more time initiating than nurturing. It's OK to drop this company a note or give the manager a call every three weeks or so. If something comes of it, great. But don't invest much more time or emotion. Never stop searching until you've actually started a new job.

Remember the days when you could walk out of a first interview with an actual offer? One client company in Livonia recently offered a candidate almost twice what he was making less than a half hour into

the initial meeting! That was too fast. He turned it down because "something seemed fishy." I might have accepted the offer for the halibut.

Q: Why do interviewers always ask where I want to be in five years? I have no idea!

A: This is the world's most popular interview question. Most managers either picked it out of a how to interview book or remember that they were asked this question once and it sounded intelligent.

Others want to gage how goal-oriented you are. Presumably, a person needs to have a real achievement orientation to perform most jobs effectively. Even when there is zero possibility of advancement, failing to suggest lofty objectives is proof positive that you're a slacker.

You don't want to be a slacker, do you? Of course not. So here's how you answer the question: My strengths are X, Y and Z. These are the things I'm very good at doing and enjoy. In five years I'd like to expand the scope of my responsibilities in those areas.

In other words, seize the opportunity to clarify and sell your primary skills. Any vague or open-ended questions can be used to reinforce points you want the interviewer to remember.

Q: How can I be considered for a managerial position when I've never actually supervised anyone?

A: When you don't have directly related experience, emphasize the next best thing. This is what I call the First Cousin Approach.

What is similar to supervision? Have you ever been put in charge of a special project?

An anecdote about coordinating the activities of others to accomplish a specific goal could help make your case.

Have you ever trained a new employee? This usually involves giving instructions and offering suggestions - things that supervisors do. You were probably chosen as a trainer because of your interpersonal skills.

Don't be shy. Say this to the interviewer. Any military or social service experience in which you functioned as the boss, even for a short time, can be mentioned as evidence of leadership ability.

It usually takes less than you think to successfully address an interviewer's concern about a weak area, particularly if everything else is in place. Let's say I'm looking for a shop superintendent to manage my die making operation. You are a journeyman-level die maker who has dealt with customers, purchased raw materials and devised new processes.

No direct supervisory experience? Gee, too bad. Oh, you were a den mother? Good enough! Welcome aboard!

■ Sure fire interviewing tip: Surgically remove the word "like" from your vocabulary to sound more credible. For example, "I was like the only one doing the job," could be translated into, "I was usually the only one doing that job."

You can do it with discipline. Now, let's try, "I was like, 'emom!' That translates into ...?? Well, I'm like stumped.

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

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Free Seminars

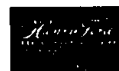
By location and date: All seminars start at 7 p.m.

July	August	September
Dearborn-Fairlane ... 7/2/96	W. Bloomfield ... 8/8/96	W. Bloomfield ... 9/5/96
W. Bloomfield ... 7/11/96	Dearborn-Fairlane ... 8/13/96	Dearborn-Fairlane ... 9/10/96
Lakeside ... 7/15/96	Lakeside ... 8/19/96	Lakeside ... 9/16/96
Grosse Pointe ... 7/16/96	Grosse Pointe ... 8/20/96	Grosse Pointe ... 9/17/96
Sterling Heights ... 7/24/96	Sterling Heights ... 8/28/96	Sterling Heights ... 9/25/96

Future Seminars

Tuesday, July 2
Fairlane, Conf. Rm 3

Thursday, July 11
W. Bloomfield, Conf. Rm. B



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