

Oakland

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replace John Grubba who retired as deputy county executive at the end of June.

As director of information technology, Mahoney, a Clinton Township resident, will control the reins of county government's computer operation while overseeing a staff of 100 employees and an annual budget of \$12.5 million.

Mahoney, who is celebrating his 20th anniversary with Oakland County government, says he has worked in nearly every phase of the computer business, except as a data entry operator.

"I'm very surprised and pleased that I would ever be considered for the job," he said. "I really felt someone from outside would be brought in."

Mahoney says his strengths are 30 years of experience in the computer business and an ability to work with people. Among the major challenges that lie before him and his department are an upgrade of the ACORN Network to increase capacity and implementation of a project management system that will give employees an information technology a better idea of what work needs to be done and what impact new requests will have

on the operation. "We looked outside county government, but found someone in our midst who had vast experience and was highly qualified for the job," Patterson said. "John Mahoney impressed us because he chomping at the bit to make the changes which will put Oakland County government on the cutting edge of the new technology."

Hunter, who lives in Fenton with his wife and three children, brings a unique perspective to his new job because he has a wealth of experience in both economic development and planning. Prior to coming Oakland County, Hunter was employed by the city of Reading, Penn. in economic development department where he worked on a project to revitalize the downtown area.

"Dan Hunter was the best choice for manager of development and planning because of his experience, knowledge and ability to get the job done," Patterson said. "Dan's track record of accomplishment during his tenure with development and planning has been truly impressive."

Twelve years ago, Hunter saw

an ad in a professional publication for a business development representative in Oakland County. He applied for the job and got it. Three years ago, he was promoted to business development supervisor.

As the new manager of development and planning, Hunter sees as one of his major challenges doing more or the same with less. One of the keys to success, says Hunter, is anticipating and meeting customer demands.

Presently, there's a real demand on the export side," Hunter said. "We're moving to meet that demand by utilizing the new export assistance center."

Hunter admits that at some point in the future development in Oakland County will slow down because there are limits to where the infrastructure can go.

"We need to find a balance, so that there is always land available for future growth," Hunter said. "Bicycle paths and other such initiatives are very important to preserve the quality of life we enjoy in Oakland County. That's where the environmental concerns go hand-in-hand with the business concerns."

Follow-up, polite persistence will help you get the interview



GEORGE W. HAYES

By aggressively following up, you can probably get a manager to look twice. With a new cover letter or some slight repackaging, you could be viewed in a different light.

Send another resume within ten days of the first. In your letter, make a bold statement such as: "I feel we'd both be missing an opportunity if we didn't invest a half hour in a brief meeting," or "Please reconsider my credentials. This could be an excellent match for reasons not apparent in my resume."

If possible, follow up with a telephone call. You won't get through the first time. Wear them down with polite persistence. What do you have to lose? Sometimes I'm so amazed by a person's chutzpa that I agree to meet out of curiosity.

Some interviews I've been on seem ambiguous and non-directed. How can I sell myself to an employer who tends to ramble?

Many hiring authorities are experts in their functional areas, but lousy interviewers! This is bad news for candidates who are expecting a structured exploration of job-related skills. In fact, jobs of research suggest that most interviews are of limited value in predicting job success. In the end, most interviewers make decisions based upon how they "feel" about a person.

The only solution is for the candidate to take responsibility for keeping the conversation

focused. Prepare by memorizing four or five primary selling points.

These are experience or knowledge-based skills that you believe meet the employer's needs.

Even when interviewers don't know what they want, you can develop a presentation based on the universal needs of business:

- Making money
- Saving money
- Decreasing risk
- Expanding customer base
- Improving relationships
- Saving time
- Enhancing reputation
- Increasing visibility
- Eliminating hassles

These are life's generic hot buttons. Whether you're interviewing with a blabber mouth or a wallflower, return to these points again and again to reinforce your potential value to the company.

Where is everybody?

This is the hottest job market I've seen in 18 years. Employers in every industry seem to be starving for good people. Responses to employment advertisements are way down, both in quantity and quality.

Most employers have compromised significantly on skill requirements, particularly for entry-level and technical jobs. Moreover, companies instruct me to "just send over a solid citizen — someone who knows how to work and shows up every day. I can train the right person."

Wages are also creeping up, but not as dramatically in unskilled or semi-skilled positions. Long-term workers who have been laid off from good companies might be in for a shock.

Still, it's a seller's market. Even if you're happy in your current job, it could be prime time to do some casual shopping. For those with a solid

work history (average tenure over three years) and good skills, it will be easy to get interviews.

A recruiter said he might be able to split me with someone in another office. What does this mean?

Sounds painful, doesn't it? Many contingency recruiters work much like people in the real estate industry. One person owns the listing or "job order" while another has the right candidate. If they can successfully put the two together, they split the fee.

Some agencies split a large number of placements — 30 percent or more of total business — every year.

Formalized arrangements or networks have been established, both regionally and nationwide, to promote this kind of cooperation. Usually, everybody wins. Recruiters have more places to put people (and more people to put people).

Employers are effectively able to increase their applicant pools. Candidates have a shot at more opportunities.

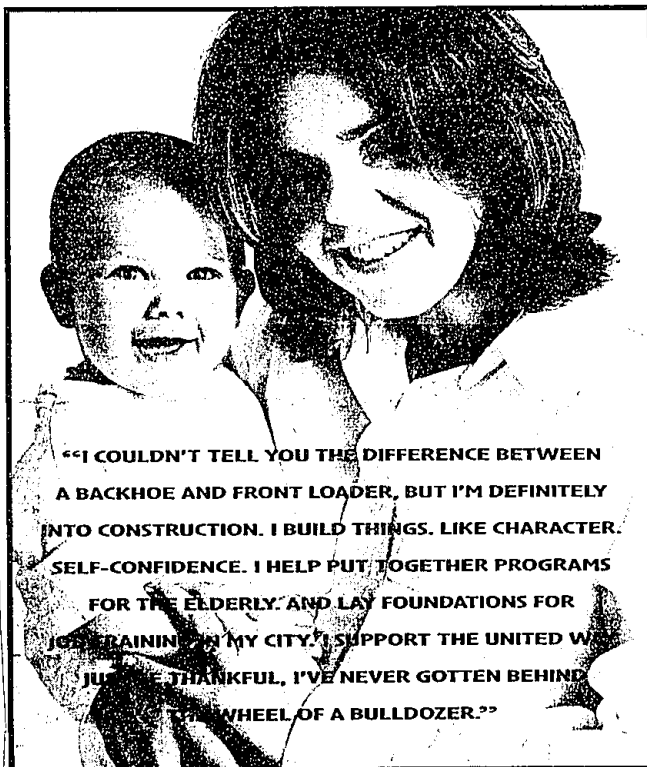
Typically, the recruiter with the job order facilitates the employment process because, in theory, that person knows the client company and is able to coach the candidate more effectively.

Recruiters are remarkably honorable when it comes to split business.

Rarely do they attempt to circumvent one another to collect the whole fee. If there is a fee dispute, however, don't allow yourself or your new employer to be dragged into it.

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.



"I COULDN'T TELL YOU THE DIFFERENCE BETWEEN A BACKHOE AND FRONT LOADER, BUT I'M DEFINITELY INTO CONSTRUCTION. I BUILD THINGS. LIKE CHARACTER. SELF-CONFIDENCE. I HELP PUT TOGETHER PROGRAMS FOR THE ELDERLY AND LAY FOUNDATIONS FOR JOB TRAINING IN MY CITY. I SUPPORT THE UNITED WAY. I'M THANKFUL, I'VE NEVER GOTTEN BEHIND THE WHEEL OF A BULLDOZER."

When you support the United Way, your tax-deductible donations help thousands of people in over 110 different organizations. Many right in your own community. Please give generously. Touch a life. The United Way.



SBDC

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Business Administration for Michigan, the reinvention of the Michigan SBDC program, under the leadership of Ron Hall, is rapidly achieving its goals.

"Creating a premier statewide service delivery network is not an easy task," said Reynolds.

"By establishing strong partnerships in Oakland County and through the state, the Michigan SBDC Network will fulfill an important need that uses both the public and private sector resources to the benefit of Michigan's small business community."

The Michigan SBDC, a partnership between the SBA and Wayne State University, provides counseling, training, research and advocacy for Michigan's existing and emerging small business community.

Thirteen regional offices and 45 satellite and affiliate offices throughout the state are supported by universities, colleges, economic development organizations and local government.

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This way, second-to-die policies are available by more people.

- Vanishing premiums. Many companies will provide a premium schedule designed around your needs and preferences.
- Substitute insured. Most second-to-die policies cover a husband and wife. However, the

market has expanded to include coverage for such circumstances as business partnerships.

- Guaranteed death benefit. Most second-to-die policies using universal life as the base policy will not guarantee the death benefit. However, a few companies do provide that guarantee.

National directory info available

Beginning Monday, Ameritech's Detroit area customers will be able to obtain telephone numbers nationwide without having to know the area code when Ameritech begins offering National Directory Assistance, according to Ameritech Michigan President Bob Cooper.

"Simply by dialing the regular directory assistance number — 555-1212 — customers can have access to national directory assistance," Cooper explained. "They don't need to know the area code, just give our operators the city and state and they'll be able to search for the phone number and address."

The service began earlier this month in Chicago and has met with tremendous response.

"We're thrilled that we could offer our customers an easy and

simple solution to obtain telephone numbers across the country," explained Product Management President Tom Reiman.

"This is just what our customers told us they needed and we delivered."

"We also are pleased ... to offer directory assistance where the customer doesn't need to know the area code," Reiman said.

"With the expansion of so many area codes across the country, our customers were telling us they needed assistance to get information from other locations," Cooper said.

Detroit area customers will continue to receive five free calls to local directory assistance.

Calls to the national directory assistance service will cost 46 cents during a special introductory period.

FIRST OF AMERICA Bank

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Get up-to-the minute Open House information!

Listed by city, on our easy to use voice telephone directory, just call from any touch tone telephone and hear the latest real estate information — it's as easy as 1-2-3.

1 Call 953-2020 from any touch tone telephone

2 To hear listings in Oakland County PRESS 1, in Wayne County PRESS 2 and for Additional Areas PRESS 3, or press the number following the city you are interested in:

3 Choose your price range and listen to the listings for the city you've chosen.

- To back up, PRESS 1
- To pause, PRESS 2
- To jump ahead, PRESS 3
- To exit at anytime press*

OAKLAND COUNTY

Birmingham	4280
Bloomfield	4280
Farmington	4282
Farmington Hills	4282
Milford	4288
Novi	4286
Rochester	4285
Royal Oak	4287
Southfield	4283
South Lyon	4288
Troy	4284

Walled Lake	4286
Lakes Area	4281

WAYNE COUNTY

Canton	4261
Garden City	4264
Livonia	4260
Northville	4263
Plymouth	4262
Redford	4265
Westland	4264
Dearborn	4315

ADDITIONAL AREAS

Livingston County	4342
Washtenaw	4345
Other Suburban Homes	4348

THE Observer & Eccentric NEWSPAPERS

HOMELINE 953-2020

