

BUSINESS *Finance*

BUSINESS MARKETPLACE

Marketplace features a glimpse of Oakland County Business news and notes. Writer: Business Marketplace, Eccentric Newspapers, Birmingham Eccentric, 805 E. Maple, Birmingham 48009. Our fax number is (810) 644-1314.

JOB FAIR

Nine Troy-area hotels, which are members of the Troy Chamber of Commerce, are doing their part to help the local economy by sponsoring a free Troy Hotel Job Fair at the Pontiac Silverdome from 1 to 7 p.m. Friday, May 31 and 9 a.m. to 3 p.m., June 1.

The purpose of the fair is to generate enthusiasm and candidates for employment in the hospitality industry. Participating hotels are: Courtyard by Marriott, DoubleTree Guest Suites, Hilton Suites - Auburn Hills, Holiday Inn, Northfield Hilton, Residence Inn, Somer-

set Inn, Troy Marriott and Village Inn.

In addition to hotel staff, representatives from SMART and FamilyWorks of Troy will be on hand to offer information and advice about public transportation and child-care assistance needs.

Hotel positions available are housekeeping, restaurant/banquet servers, front office and kitchen. Employment positions promise competitive wages and complete benefits. For more information, call (810) 641-8151

COMMENCEMENT ADDRESS

Bloomfield Hills resident Siegfried Buschmann, chairman and CEO of The Budai Co. in Troy, delivered the Northwood University commencement address and received the honorary doctor of laws degree on May 11 at the Midland campus.

Company offers wedding insurance

No guarantees for happily ever after, but new policy reimburses costs of ruined day.

BY RENA FULKA
SPECIAL WRITER

You've planned the ideal wedding, oblivious to the myriad of circumstances that could wreak havoc once the day arrives.

And that's understandable. No one likes to think about serious illness, a death in the family, food poisoning, mishaps with the wedding attire or the photographer losing the film of your picture-perfect day - especially when the average wedding these days costs \$15,000.

With the new wedding insurance policy being offered by Kelter-Thornor, Inc. of Michigan, clients are covered against nearly any unforeseeable event that could cause financial loss.

"Most brides don't want to think about something bad happening on their wedding day," said Mike Shippen, personal lines account manager. "That's

the mother of the bride's job. She's the one most interested in the product itself. It takes the pressure of planning the perfect day."

Like other lines of insurance, the major selling point of wedding insurance is peace of mind. Clients can customize their policy based on coverage for postponement/cancellation, photographs, wedding attire and gifts. Additional expenses, personal liability and medical payments are also covered by the policy; change of heart is not. Premiums run from \$129-\$603.

Kelter-Thornor, Inc. has been in business for 66 years and has branch offices in California, Ohio

and New Jersey.

Though the firm specializes in income producing properties like shopping centers, office buildings, apartments and hotels, it also offers a personal line of insurance for home, auto, life and health. Wedding insurance is so new the Birmingham office at 210 S. Woodward has only been offering it for several months.

Yet, Kelter-Thornor projects to sell 2,000 policies a year in this state alone.

"We're probably the only agent in the state to be promoting this product as aggressively as we are," said Rochester Hills resident Jeff Swarbrick, the agency's

"Most brides don't want to think about something bad happening on their wedding day."

Mike Shippen
Kelter-Thornor, Inc.

senior vice president.

"We feel it's critical to meet the needs of every client today."

Wedding insurance clients seem most interested in the photography coverage, which pays the expenses up to the policy limit for re-shooting the event - including travel costs, flowers, wedding cake, and wedding attire rental.

Keep focus on fresh opportunities when searching for new job



GEORGE HAYES

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?

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

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

This is the world's most popular interviewing question. Most managers

picked it out of a "how to interview" book or remember that they were asked this question once and in sounded intelligent.

Others want to gage how goal-directed 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 question can be used to reinforce points you want the interviewer to remember.

How can I become for a managerial position when I've never actually supervised anyone?

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 Superinten-

dent 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, c'mon!" That translates into "??? Well, I'm like stumped."

Send questions to George Hayes, Job Search, P.O. Box 2497, Southfield MI 48307. Mr. Hayes is president of Emplex Corporation, an outplacement, recruiting and pre-employment testing firm located in Southfield.

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2777 Schoolcraft Rd.
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Thursday, June 13, 1996

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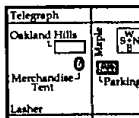
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