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## Weekly General Meeting and Location

*Mondays at 10:30 AM  
First United  
Methodist Church  
Basement Meeting Hall  
48 West High Street  
Somerville, NJ*

## Useful Links

- NJ Department of Labor
- Job Search Websites
- Reference USA

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## Springing Forward Without Falling Back

by Mary O'Connor, Managing Editor

I haven't done too well on my New Year's resolutions so far. They were, in order of importance: 1) Get a job; 2) Get a job; and 3) Get a job. (Oh, and there was #4. Lose 30 pounds, but since this has been on my list unchanged for the last 20 years, I think we can assume it was a goal that wasn't going to be met.)



It didn't help that this was a dreary, snowy winter with bad news on many fronts, including the economic. We had day after day of the sort of weather that, if I were employed, I would describe as "a great day to go back to bed with a book and a cup of tea." When one is actually able to do that with no one noticing, action and achievement become difficult.

So I've decided to give myself a do-over on the resolutions.

This time, they will coincide with the beginning of spring:

warmer weather, buds on the trees, crocuses in the garden. And I've decided to make my spring resolutions a bit more specific than the last set. Here they are:

**1. I will set my priorities and then obey them.** I love to-do lists. I love them so much that I include things I've already finished just for the pleasure of crossing them off. But I tend to have very important tasks that appear week after week without ever getting that check mark. From now on, I'm going to pay the most attention to those things on the list that are the most crucial. (Follow-up phone calls to possible employers? Very important. Sorting my socks by color? Not so much.) I think this way I'll stand a better chance of achieving something meaningful.

**2. I will reach out.** Like many of us, I find it difficult and awkward to connect with strangers, especially if I'm asking for help or trying to sell myself. And to be honest, until my job search started, when I heard the word "network," I thought of CBS and ABC, not of reaching out to people and introducing myself. But I can learn.

**3. I will center my attitude.** Since I was laid off last November, I've found my attitude careening between two extremes: blithe denial ("Who needs a job?") and abject despair ("I'm never going to work again and we'll all starve to death"). Neither of these attitudes is either sensible or helpful. So I resolve to strike a realistic—yet positive—middle ground.

I'm sure you all have your own spring resolutions. Good luck to all of us in carrying them out!

## Featured Stories In This Issue:

HIRED LEARNING—*Secrets of Traditional Networking* by George Hunter

PSGCNJ EVENTS—*A Job Fair to Remember* by Carolyn Moody

COMMITTEE SPOTLIGHT—*Formatting and Distributing Your Resume* by Julius Alberici and Curlin Beck

HELPFUL TIPS—*When to Pull the Emergency Chute on Your Job Search* by Brian Parish

*Federal Grant Money Available* by John Phelps

## Hired Learning

### Secrets of Traditional Networking

by George Hunter

If you have not been in a serious job search in some years, you will notice that there are now three very different kinds of networking: **traditional networking** and two relatively new types—**membership networking** and **social networking**. This short article will address



We want to hear from you – CONTACT US:

psgcnjeditor@yahoo.com

the easiest and most efficient way to get your search under way: **traditional networking.**

Traditional networking is one of the most powerful job-hunting tools. But no matter what the traditional PSG'er tells you, it's not as simple as the old-timers would lead you to think. There is a huge difference between reaching out to those contacts you have been dealing with for years, both business and personal, who already know and want to help you, and tapping total strangers, who are far less inclined to help. True personal contacts are better than business networks, executive recruiters, and even your usual interface with the Internet:

- Talking with friends and associates is easier and more effective than talking with strangers—greater impact!
- If you are not ready to “go public,” you can speak to people you trust—better confidentiality!
- People who already know your professional skills and like you personally don't have to be convinced—less need to persuade and sell!
- Why bother writing a resume? And why deal with lots of letters, phone calls, and appointments if you don't have to? Maximum efficiency!

No doubt about it. Personal contact, if it is an option, is the most pleasant as well as the quickest and easiest way to make a connection. You will also get a lot of free advice and mentoring that will be valuable as you continue your search.

Now a short note on how to proceed:

- **Inventory:** Design a basic Excel sheet with all of your personal contacts.
- **Organization:** Arrange them in priority order and focus on the ones who can be most helpful, using a delicate balance of the following: how likely this person is to control, or at least know of, appropriate jobs, and how likely this person is to react favorably to your situation.

Use your intuition to deal with the individuals. Did that co-worker or manager have a positive opinion of you and your work? Did that supplier work in partnership with you, really know you? Will he help and aid in your search? Others may be helpful, but if your connection with them is remote, don't expect too much. Put them at the end of the list.

Now do your homework, make your calls and emails. Be sure to keep track of the date you called and make a follow-up note on your calendar.

We will discuss membership networking and social networking in the next installment.

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## Recent Landings

Our congratulations to these PSG members who have moved on. This is only a partial list:

**Eric Bird**  
**Deb Cummings**  
**John Phelps**  
**Karen Russel**  
**Stan Sikora**

Please provide your Co-Chairs with any information when you have landed your new job.

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## PSGCNJ Events

### A Job Fair to Remember

by Carolyn Moody

I woke up Wednesday morning and began my prep work for the job fair the following day. The first task on my to-do list was to choose a suitable outfit. “What am I going to wear?” I was watching the *Today* show, and Al Roker was forecasting “buckets of rain” and possible flooding for the following day! Hmmm, that definitely rules out a dress or skirt, I thought. I'll go with plan B: a pair of slacks. Black slacks are stylish and slimming at the same time. At this



point I began to wonder if the men try on suit after suit, check themselves out in the mirror and whoop for joy when they have made a final choice. Do they ask a partner, “Do my shoes look ok with this outfit?” or my favorite: “Do I look fat in this?” How is pondering this information preparing me for the job fair? It’s not! Procrastination aside, I returned to the task at hand, choosing my ensemble. Nothing in my closet was calling out “Hey, gorgeous,” so a quick trip to the store for some added accessories jazzed up my outfit and remedied the situation. I’m ready to go!

I took a look out the window Thursday morning and saw that AI was right on the money. However, I was not going to let that stop me. After getting dressed and dabbing on perfume, I stocked my purse with my resumes, business cards, water, and Altoids for that fresh, minty breath. I’m ready to go!



Upon my arrival, I was greeted by a room full of smiling, chatty job seekers who had braved the weather to be at the job fair being held at Raritan Valley Community College in Branchburg, N.J. Approximately two hundred people from PSG Somerville, PSG New Brunswick, and

the surrounding community networked their way around the conference room, conversing with potential employers, colleagues, and friends. Twenty-nine companies had sent representatives from various industries to ascertain the skills of our highly qualified and talented PSG members. As I worked the room, I had the opportunity to stop at each station and speak with an employee from each company. Now, I wasn’t a good fit for every company, and not every company was a good fit for me, but I was able to practice my thirty-second speech with everyone present and sharpen my technique.

There was an air of electricity in the room as I watched fellow members stand in line to greet a potential employer, hand out business cards, and encourage one another. Despite the rain, in my opinion the job fair was well attended and a rousing success. I applaud every person who came out in the bad weather and put forth the effort. Your excitement and enthusiasm were well received, and potential employers witnessed the eagerness to return to the job market. So, hang in there, gang—your landing may be closer than you think. Are you ready to go?

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## Bios

### Continuing our PSGCNJ members Bio drive...

Use this handy [link](#) to learn how to create, update, and submit your bio to the Opportunities Committee in order to be included in relevant listings offered to potential employers.

If you have already created your five-to-seven-sentence summary, send it directly to [psgcnjbio@yahoo.com](mailto:psgcnjbio@yahoo.com).

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## Monday Morning Meetings

Please check our [Program Events Calendar](#) for more information.

April 11, 2011	Topic: Presenter:	"Social Media & Your Job Search" Pam Roes
April 18, 2011	Topic: Presenter:	"Emotional Intelligence" Vivianne Moore
April 25, 2011	Topic: Presenter:	"Intro to Skype" Lily Xa
April 25, 2011	Topic: Presenter:	"Intro to LinkedIn; Online Tools for Yahoo: Learn about Yahoo Folders, Email and More" Craig Uthe

May 2, 2011	Topic:	“Combination Functional/Chronological Resume”
	Presenter:	Ron Douglas—DOL Intake Counselor
May 9, 2011	Topic:	“How DISC Awareness Can Transform Your Career”
	Presenter:	Dan Silvert
May 16, 2011	Topic:	“Owning or Franchising a Business”
	Presenter:	Charlie Mijewsk—Sunbelt
May 16, 2011	Topic:	“Writing a Business Plan SCORE”
	Presenters:	Arthur Divak and Sandford Kepniss

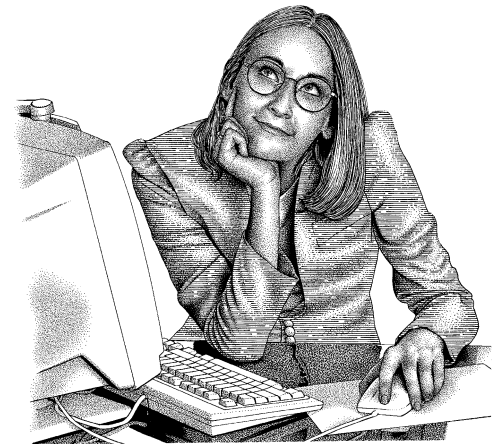
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## Committee Spotlights – Training

### Formatting and Distributing Your Resume

by Julius Alberici and Curlin Beck

This month we are going to discuss some tips on creating and distributing your resume. It is assumed that you will create your resume using one of the versions of Microsoft Word. Initially you will want to format your resume so that it looks good. However, it is also likely that you will want to download your resume when you apply for positions on company websites and also e-mail it to people. This becomes easier if you adhere to a few simple rules when you create your resume in Word:



- Your header should be in block format with your name, address, phone numbers, and e-mail address all on separate lines.
- Avoid using multiple columns or tables as part of your resume format.
- If your resume is more than one page, put your name in the upper left and your telephone number in the upper right on each of the subsequent pages.

You should save your resume in 3 formats:

1. Microsoft Word format  
Older versions of Word will by default save your document as a .doc file. Word 2007 or later versions will by default save your document in a .docx file format. Unfortunately, if you send the Word version of your resume to someone who has an older version of Word (pre-2007), they will not be able to open a .docx file easily. However, newer versions of Word do give you the ability to save your file in a “Word 97 – 2003 format” which is a .doc file. You could lose some formatting by saving in the older format, but it is unlikely, and anyone you send it to who is using Word will be able to open it.
2. Text (.txt format)  
To prepare your resume to be uploaded as part of your application on a company website, you will want to resave your file in either Rich Text (.rtf) or Text (.txt) format. To do this, open the Windows application called WordPad. This can be done by clicking on the Windows Start icon at the bottom left of your screen and then clicking on All Programs and looking for a yellow folder called Accessories. When you click on Accessories, you will find the application WordPad at the bottom of the Accessories list. Once you have WordPad open, go to your Word document and highlight the entire document and then right-click and select Copy. Then open a document in WordPad and in the document, do a right-click on the mouse and select Paste. Your resume will now be in WordPad. Then do a Save As in WordPad: enter the file name, and in the Save As Type field, select Rich Text format (.rtf), or go to the drop-down menu and select Text Format (.txt).

Once your document is in text format, you can edit it in WordPad. Review the text document. Remember to remove your name and phone number on all pages after the first one. You do not need to make this look pretty, because when you upload your resume as part of your on-line application, it will be scanned by a computer; formatting will only hinder the computer scanning the document and could result in your application being rejected.

### 3. .pdf file format

If you are e-mailing your resume to someone, this is the best format to use. Your document will be nicely formatted, and you can be certain that it will look exactly as you want it when the person receiving it opens it. Word 2007 and Word 2010 versions will have an option to convert the file to .pdf format. The following Microsoft web pages give instructions specific to the version of Word you are using:

- Word 2007, go to: <http://office.microsoft.com/en-us/word-help/save-as-pdf-HA010064992.aspx>
- Word 2010, go to: <http://office.microsoft.com/en-us/word-help/save-as-pdf-HA010354239.aspx>

If you have an older version of Word, then the simplest way to create a .pdf version of your resume is to print the Word version and then take it to a scanner and chose to scan it to a .pdf format. Many of today's multi-purpose printer/scanners have a .pdf scan option.

The final option to convert your Word file to .pdf format is to download a free PDF converter. If you want to do this, a popular website that provides downloads of software, much of it free, is CNET. Go to [www.cnet.com](http://www.cnet.com) and then go to the Downloads tab and search for PDF converters.

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## Helpful Tips

### When to Pull the Emergency Chute on Your Job Search

by Brian Parish

Okay, you've been laid off after ten to twenty years at the same company and doing the same job day in and day out. If you're lucky, you received a severance package from your company (which differs from one business to another). Then you have your unemployment benefits, which currently run ninety-nine weeks due to the high level of people unemployed in our state. So now you start your job search, which is fraught with emotional baggage from having just been laid off and having to search in the worst job market since the last Great Depression. You may luck out and have an in-demand job, or you may be able to network yourself into a similar position. But for the rest of us who are over forty and facing age discrimination and unemployment discrimination, it's going to be a lot harder to find that dream job we want and need. So what happens when you can't find anything? You've sent resume after resume. You feel like you've earned a doctorate in job searching with PSG, and after a hundred some interviews you're still going nowhere. What's your plan?



After twenty-six weeks, it's time to start thinking of pulling the emergency chute on your job search. Why twenty-six weeks? Because after twenty-six weeks, you leave the state-funded unemployment benefits and start on the federal side, which gives you fifty-three weeks of benefits. Then you switch back to the last twenty weeks of state funding, and then—nothing. (Disclaimer: Benefits are subject to the whims of the state, so this may no longer be the case—check with Unemployment.)

You have to consider that it's time to switch professions and get some training in a new field. The earlier you start, the better your chances become at finding a new career. I know that's a scary thought and probably one that will upset you. Here is the new reality: Businesses are flooded with resumes from people as good as you were at your job (if not better), and the HR person sorting through that resume pile is looking for the fastest way to get through it, not necessarily the best candidate. It isn't like the old days where you were competing against twenty applicants; now you're competing against six hundred. Our PSG tries to teach you every trick there is to put your resume at the top of the pile, but it doesn't always work.

It's time to consider other options. Do some research and find another profession you would be interested in. Once you narrow down your choices, find out what the demand is for these jobs. (It will not help you if you choose a profession that is just as competitive as the area you are looking in now). Then go to the One-Stop Center and check into the grants program for further education and training. The career counselors there will help to

steer you into the right direction. You can still keep trying to get back into your old career while training for a new one. Use the time wisely and effectively.

What happens if the emergency chute fails to open? Hope that you hit water or something soft. The last resort is to take any job you can. Once you reach the last twenty weeks of benefits, it's time to start looking into retail and any other job on that level, because after those weeks are done, there is no more. So pull the emergency cord early, keep looking no matter what, and use all your resources—including PSG—to your advantage.

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## **Federal Grant Money Available**

*by John Phelps*

In response to the volatile economic conditions that are currently so pervasive throughout the country, and especially the negative impact that these conditions are having on the unemployment situation, the U.S. federal government has set up a \$1+ billion fund.

Some \$32,000,000 from the fund has been allocated to the state of New Jersey. In turn, these funds trickle down to the 21 New Jersey counties. In Somerset County, the Department of Human Services, through the Greater Raritan Workforce Investment Board, has announced the existence of this fund. It is being used for an OJT (on-the-job training program through Somerset/Hunterdon Counties). A one-page fact sheet has been produced and placed into circulation.

I personally found the fact sheet to breed more questions than it answered, so I sought out NJDOL individuals at the PSGCNJ-sponsored job fair held March 10, 2011. In doing so, I managed to obtain clarification that actually made sense.

Here's how it works:

- If a company within any of the counties in the State of New Jersey hires a dislocated (unemployed/underemployed) worker for a full-time job before June 2011, that company can apply for up to \$5,000 reimbursement.
- The \$5,000 can be applied to offset the costs associated with upgrading the skills of the newly hired employee, or the \$5,000 can be applied against the newly hired employee's wages.
- After June 2011, the \$5,000 cap decreases to \$4,000 for companies hiring new employees.

The One-Stop Career Center and Workforce Investment Board (WIB) can refer qualified unemployed candidates to companies searching for new hires, based upon that company's hiring specifications. If the hiring company is located outside of Somerset County, say Morris County, then that hiring company is still eligible to receive the reimbursement.

When I asked, I was told that it was not a requirement for the hiring company's books to be audited or its hiring/operating policies to be examined in order for the company to receive the reimbursement. Interested candidates should go to the Reception desk at the Somerville One-Stop and ask for a referral to the Somerset OJT program and a staff member will give them a referral form to bring to Chris Peake at 27 Warren St., Somerville.

The hiring company can apply for the reimbursement by contacting:

Mr. Christopher Peake  
WIB Business Development Coordinator  
Greater Raritan Workforce Investment Board  
27 Warren Street  
Somerville, NJ 08876-1262  
Telephone: 908.704.6301 ext. 6231  
E-mail: [peake@co.somerset.nj.us](mailto:peake@co.somerset.nj.us)



This information should be of interest and value to all PSGCNJ members, because if a candidate introduces the topic correctly during the interview process, he or she might gain some advantage in the hiring decision.

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## Congrats to Brian!

Congratulations to Brian Parish for receiving Emeritus status as a member of the Somerville PSGCNJ. Brian has been co-chair of the Marketing Committee and the design layout artist for the monthly newsletter. He has also spearheaded the statewide PSG group, helping to unify the organization as our central NJ representative. In addition, Brian has promoted and marketed our PSG for the past couple of years with much dedication and professionalism. His diligent efforts and many trips to Trenton to have marketing materials approved have helped our PSG get noticed at the state capitol. The Emeritus status is an honor given in recognition for many hours of hard work. Congratulations and many thanks, Brian, for a job well done!



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## Cleaning for a Reason

We attempt in this newsletter to provide our PSGCNJ members with helpful tools and techniques to get through this transitional unemployment. But could you imagine being in transition and then getting the news that you are facing a medical crisis? If you or someone you know is going through cancer treatments, the program ***Cleaning for a reason*** might be a huge help. This nonprofit organization offers free professional housecleaning, and maid services to improve the lives of women undergoing treatment for any type of cancer. The URL is <http://www.cleaningforareason.org/>

Please share this information with anyone who might qualify and be interested.