



# CONNECTIONS

A non-profit volunteer organization that provides professional assistance to individuals in employment transition.

WINTER 2009

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## Industries Weathering the Storm

Review of articles from *The Business Ledger*

The evening news is filled with stories about industries struggling in these tough economic times. But what industries are doing well?

Two recent issues of *The Business Ledger* have described industries that appear well-positioned for continued strong performance.

**Mobile phones:** Many people today have both a home phone and a cell phone. As budgets grow thin, more and more people are giving up home phones and relying only on a cell phone.

**Pharmaceuticals:** According to *The Business Ledger*, Deerfield-based Walgreens is experiencing a shortage in pharmacists and pharmacy technicians. With Baby Boomers entering retirement, demand for prescription drugs, and pharmacies to deliver those drugs, is expected to rise. Medical, pharmaceutical, biotech, benefit management, and healthcare companies may be well-positioned for growth.



## Meet JIM KUHN



“CRC’s basic mission is to help people find jobs, which I believe is an absolutely critical service during these difficult times,” said Jim Kuhn. Jim has been an advisor at CRC for three years.

Recently retired, Jim spent 35 years in management consulting, specializing in operations management. Most recently, he was a Vice President with A.T. Kearney in Chicago. While at A.T. Kearney, Jim headed up several profit centers and developed relationships with such key accounts as General Electric, United Technologies, General Motors and Deere.

Prior to A.T. Kearney, Jim was a Vice President at Booz, Allen & Hamilton in New York City. Before entering consulting he held several management positions at General Electric. He was also a director of Case & Company and the Institute of Management Consultants. Additionally, he founded two small businesses, one of which is in its 25th year of operation.

Jim holds a Bachelor’s degree in Mechanical Engineering from Marquette University and an MBA from the University of Chicago Graduate School of Business.

Why does Jim spend his well-deserved retirement volunteering for CRC? He gets two rewards from his work as an advisor: “Seeing the transformation from being totally dejected at the beginning of the advisor session to leaving the session confident in their ability to find a job, and receiving feedback from people when they have succeeded in finding a suitable new job.”

When Jim isn’t at CRC, you may find him golfing, biking, traveling, managing investments or working on his first book. He and his wife, Jo, are celebrating their 50th anniversary this year. They have three grown children and three grandchildren.

## Who We Serve

Career Resource Center is proud to serve people in nearly every line of work. A recent survey of CRC alumni found the top five areas served by CRC are business functions, with Sales/ Customer Relations at the top of the list (15%).

Other top functions served by CRC include:

- Technology and telecom
- Education
- Health Care
- Engineering
- Legal

When offered a list of 18 job functions, a full 12% of survey respondents selected “other.”

## Creating Your Personal Brand

If you've ever looked for work, you've probably been told to "market yourself" with an "elevator speech." These suggestions may seem daunting as your focus is on something else—finding a job.

So what does it mean to market yourself?

The first step in marketing yourself is defining what you represent to potential employers. What one or two things make you different from everyone else? This process has two steps—thinking about your unique history and set of abilities, then thinking about how those things would benefit a company. Try to be specific, but do not limit yourself to a certain size of company or a certain industry. "Consider what sets your performance apart. How is your contribution different from others?" asked Mary Civiello, communications coach, in Barbara Rose's July 14, 2008 column in the *Chicago Tribune*.

After you've defined these qualities, find a compelling and memorable way to talk about them. Think about all of the marketing messages you see or hear each day—television ads, radio ads, magazine ads, online banner ads and billboards. How many ads do you remember? Do you remember the ads for the very best products, or the ads with a strong slogan? The lesson is that your qualifications may go unnoticed unless they are presented in a concise and memorable way.

Civiello suggested using short, detailed examples. "If you nail that little example

it creates a picture. If you combine a picture with your words, it doubles the amount of time people remember it, and you." She also suggested that you select an example that allows your personality to shine through. "Plan a story that gives you a reason to smile, to be warm, to be likeable," she said.

Finally, be consistent with this message. Use this compelling description of your unique qualities on your résumé, in interviews and at networking events. Find as many ways as possible to deliver this message. In a recent issue of *Kiplinger's Personal Finance*, Phylise Banner suggests creating profiles on social networking sites like MySpace, Facebook and LinkedIn.

Clearly, you have much more to say about yourself than you can fit in this concise, memorable personal slogan. Everything you say, however, should build on this main message. Tailor the items on your résumé to support your main point. Practice answering interview questions so they easily tie back to this message. Continuously reinforcing your main points makes them easier to remember—for listeners and for you.

Marketing yourself is not another task to add to your to-do list when looking for a job. It's an approach to your job search to help you make the most of the limited time you have in front of potential employers.

## WHAT'S NEW AT CRC

### FACILITY IMPROVEMENTS

CRC is pleased to offer new, semi-private work stations for our clients. Each station offers a phone and will soon have Internet connections for laptops. With acoustic panels in each station, these are great places to speak with prospective employers.

CRC also recently remodeled its bathrooms with new fixtures, countertops and cabinets.

### VOLUNTEERS

**Amelia Anderson** will be helping with CRC marketing efforts—the first of which is this newsletter. She recently finished her MBA and moved from Minneapolis to accept a marketing position with CVS Caremark.

**Marlene McCollum** is our new customer service/reception volunteer. When she is not at CRC, Marlene is active at her church.



## THANK YOU TO OUR NEWEST SUPPORTERS

Lake Forest Bank & Trust  
 Libertyville Township  
 Mills Family Charitable Foundation  
 Temple Jeremiah

These organizations have joined many others in providing critical support for CRC. To learn how you can join this growing list, visit our Web site at:

[www.careerresourcecenter.org](http://www.careerresourcecenter.org)



## SUCCESS STORIES

CRC clients have recently accepted new positions at:

CVS Caremark  
 Lake Bluff Schools  
 Marathon Petroleum  
 Microsoft  
 Mundelein High School  
 Perot Services  
 Walgreens

Congratulations to those who have successfully ended their job searches! With our wide range of services, from résumé help to computer classes, we look forward to helping create more happy endings.

## VOLUNTEER OPPORTUNITY

### Computer Technician

CRC is seeking a well-qualified individual to assist us in providing regular maintenance, anti-virus protection, troubleshooting, upgrades, and software and hardware installation for our 8 lab computers and 4 administrative PCs. Experience with the Windows XP operating system is a must!

Time commitment: Flexible hours, approximately 3 hours, twice per month.

For more information, contact Jan Leahy, Executive Director, by phone at (847) 295-5626 or by email at [volunteer@careerresourcecenter.org](mailto:volunteer@careerresourcecenter.org).

**Thank you to those who contributed so graciously to our 2008 ANNUAL DRIVE:**

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## UPCOMING WINTER 2009 EVENTS

**Wednesday, February 11th, 10:15 a.m.**

### THE NEW ECONOMY:

#### How to Handle Finances & Protect Yourself During Job Search

Today's economy is unprecedented. Learn what you can do while you are in job transition to improve your financial health and protect yourself and your family. Find out how to find extra money, learn recent tax law changes, prioritize your financial goals, avoid scams, improve your credit score and hear thoughts on what to do with your investments during recession. Bring all your questions on the current economy for an informal question and answer session.

*Presented by Melissa Osuch, CFE<sup>™</sup>, Financial Advisor, Strategic Advisors of Illinois*

**Monday, February 23rd, 10:00 a.m.—12:00 p.m.**

#### Make Your 1st Impression Positively Powerful

Your job search success will improve if you heed the phrase, "You never get a second chance to make a good first impression." How you look, dress, and sound—even your body language and facial expressions—will contribute to your credibility and success. During this enlightening session, you will gain valuable information on how to develop a professional presence.

*Presented by Susan Fignar, President, Pur\*sue<sup>™</sup> Inc.*

*CRC's philosophy is to foster hope and optimism, validate and restore self-esteem, and encourage persistence in the face of obstacles.*

*Services address current marketplace conditions and are rendered in a compassionate and supportive environment.*



### Hours

Monday, Wednesday, & Thursday  
9:30 am—4:30 pm  
Tuesday  
4:00 pm—9:00 pm  
Friday  
9:30 am—12:30 pm



**In our recent alumni survey:**

- ✓ 73% continued to benefit long-term from the knowledge/skills they acquired at CRC
- ✓ 81% believed that CRC had a positive impact on their job search
- ✓ 83% listed themselves as currently working
- ✓ 95% would recommend CRC to others

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