



"We find the BEST and SCREEN out the rest!"



Enlisting a Recruiter

One effective approach to finding your next career opportunity would be to find a recruiter that specializes in your marketplace to align with as you begin your search. There are literally thousands of recruiters out there, so how do you choose wisely?

You can work exclusively with one recruiter, or align with several recruiters; either way, you want to give yourself the best opportunity to find that perfect career opportunity. Here are five questions to consider before making your selection:

Do they have a niche?

The first, and most important thing to consider is, "Does the recruiter have a specific niche marketplace that he or she focuses on?" Every recruiter knows that the more focused they are in a specific vertical, the better opportunity they have to capture that marketplace and create synergistic relationships on both the candidate and client sides. Have the recruiter list the most recent searches that they (not their office or team) have successfully completed. You want to align with an industry insider, not just another recruiter chasing a fee. Ask for references from a current relationship from both the candidate and client sides.

Do they listen effectively?

Any peak performer in the recruiting world knows it's not about them. It's actually about you and the client. Are they willing to listen to your concerns, what is driving you away from your current situation, what needs exist for you and your family? If not, move on. Top level recruiters are often the best listeners, and this allows them to provide better matches with their existing openings.

Are they too busy?

Top level recruiters are often extremely

busy. They typically have more job orders than they have time to fill, and are constantly looking for the "perfect" candidate to fill a need. Is he or she willing to spend the necessary time to gather a complete picture of your current situation? Does she have the time to invest in your career search? If not, when is a better time? There are only so many hours in a day, and just like you, the top level recruiters like to have a balance between work and home.

How's their follow-through?

Does the recruiter do what he says he will do? If he set an appointment on your calendar, is he dependable? Or does he consistently have to reschedule because "something came up?" Be certain that you partner with a recruiter who will respect your time and confidentiality throughout the entire process.

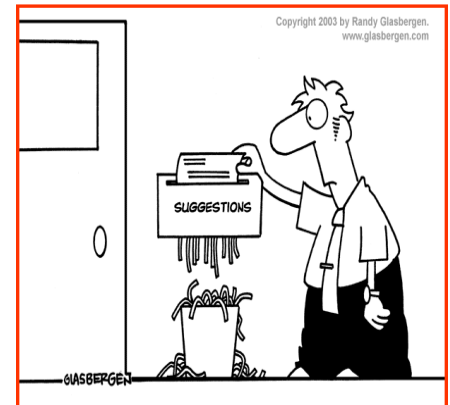
Will you work with them beyond this current search?

Is this just a means to an end or does it hold promise for a continued relationship beyond your next career move? If it's transactional, and the recruiter has what you want, then go for it. Carpe diem. But, you should consider this to be the beginning of a long-term, mutually beneficial business relationship. With that methodology, you may become their hiring manager down the road. They will become an invaluable resource to you as your career takes off.

By knowing the answers to the five questions above, you are in a better position knowing that you have a qualified and effective partner on your team.

Contents courtesy of Mark Krajnik, CEO
Next Level Solutions

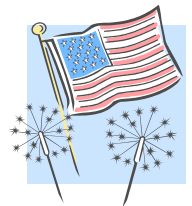
Just For Laughs



DATES TO REMEMBER

July

4—Independence Day



August

Dog Days of Summer

September

3—Labor Day

13—Rosh Hashanah begins

22—Yom Kippur

23—First Day of Autumn



Evaluating Resumes

With a little preparation and a discerning eye, you can reduce the time you spend scanning resumes and ensure you schedule interviews only with the most qualified applicants.

Define Requirements

Have a detailed job description on hand before you begin. It should focus on skills and expertise that will truly impact job performance. Requirements such as industry background, software knowledge and years of experience should all be included. As you sort resumes, the job description will help you narrow the field.

Review Styles

Resumes typically fall into two categories, chronological or functional, and it's important to know what to look for in each type. The classic resume is organized chronologically, with most recent work experience listed first. Job responsibilities are then described after each position listed. An alternative is the functional resume, wherein information is organized according to individual skills, with experience and abilities most relevant to a given position listed first.

When reviewing a chronological resume, pay close attention to dates of employment and gaps in work history. For example, a resume that states a position was held in "1996" does not clearly indicate the length of employment. The job could have lasted from

one day to 12 months.

With functional resumes, be on guard for vague job descriptions or failure to list actual positions held. This can indicate that the job seeker hasn't acquired significant work experience.

Read Between the Lines

A resume should be well written and free of any typos, misspellings and grammatical errors. Candidates who take the time to produce a clean and professional resume demonstrate attention to detail and a desire to make a favorable impression.

Also be on guard for such vague phrases as "exposure to," "familiar with" and other qualifiers. These often indicate the candidate lacks hands-on experience. And read each entry from the bottom up; job candidates frequently list their least flattering information last.

Follow Up with Phone Calls

Even after carefully reviewing resumes, you may still have doubts about which candidates are suit-



able for in-person interviews. Consider conducting a brief telephone interview to narrow the field. This additional step can save you valuable time - an unproductive phone interview may take five minutes but an unnecessary formal interview could cost an hour or more of your day.

Skillfully reviewing resumes requires a thoughtful yet flexible approach. With a little practice, you can read resumes for what they say - and do not say - about job candidates, which in turn will help you make a more effective decision.

Contents Courtesy of Robert Half International



Have a
Great Summer!

Are you a Buzz-Word Abuser?

Buzzwords have a way of creeping into our vocabulary, but using too many of them may cramp your communication style. While expressions such as "think outside the box" or "take it offline" seemed fresh a few years ago, they've become cliché and, in some cases, downright annoying. In fact, according to a recent survey, workers polled identified the following tired office terms, in addition to those above, as among the most obnoxious:

- "Synergy"
- "At the end of the day"
- "Solution"
- "Metrics"
- "Redeployed people"
- "On the runway"
- "Win-win"
- "Value-added"
- "Paradigm"
- "Get on the same page"
- "Customer-centric"
- "Generation X"
- "Accountability management"
- "Core competency"
- "Alignment"
- "Incremental"

Industry jargon, a form of shorthand used by people within a particular company or field, is prevalent in nearly every business sector.

Mastering a vocabulary specialized for a certain profession helps individuals demonstrate their expertise and keep up with colleagues.

Buzzwords won't ever completely disappear from the office. Although old terms eventually fade, new ones continually emerge. Consider the following phrases, which you may be hearing more of soon:

- **Watercooler games** (n.) -- co-worker discussions
- **Smell test** (n.) -- determining the potential success of a product; formerly "run it up the flag pole"
- **Critical path** (n.) -- determining the appropriate steps to take
- **Low-hanging fruit** (n.) -- easy opportunities for new business
- **Bandwidth** (n.) -- the amount of time and resources needed for a project
- **Download** (v.) -- assess the facts of a particular situation

- **Brain dump** (n.) -- providing all of the information; typically given when someone is handing over an initiative or preparing a successor

Using this terminology doesn't always make office communication easier. Excessive lingo can create a host of problems. People outside your organization or industry may not understand the latest buzzwords; they may even feel alienated by your use of these unfamiliar terms. To avoid communication confusion among your co-workers and business partners, it's best to keep buzzwords to a minimum. Here are some additional tips to ensure your messages are always well-received:

Know your audience.

Think about the recipient of the message. Is it your manager? A co-worker? An outside contact? Identifying your audience will help you determine the content and style of your message. For example, while it may be safe to send informal e-mails to your colleagues, pay extra attention to prose and grammar when addressing a boss or client. You also should proofread your letters before you hit "send."

Think before you speak.

It's a smart idea to pause for a moment before voicing your ideas to ensure they are well thought-out and phrased in a positive way. When you converse with others, whether in person, over the phone or via e-mail, you rarely have the option to erase what you just said.

Keep it simple.

Don't try to roll a handful of thoughts into one breath. Break up your ideas so they will be easier to comprehend. For example, if you are explaining a complex financial reporting process, you might first discuss what type of data are to be considered. Once you are confident your audience understands, you can move on to how the information will be gathered, then manipulated and used. Speaking in concise blocks will ensure your listeners remain interested and don't get

lost.

Listen.

Communication is a two-way street, so it's important to listen carefully to your boss and colleagues when they are speaking. Don't tune others out or start planning what you want to say before they have finished talking. Always keep an open mind and focus your full attention on the speaker so you don't miss vital information.

While occasionally using buzzwords isn't a problem, try to eliminate catchphrases in favor of more specific terms. That way you can ensure the next time you send a message, it's received loud and clear.

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