

Ultimate Job-Finding Concall

May 19, 2009 7-9 pm EDT

3 experts from among our membership will share
their expertise with you

Con-call access information:

Dial-in Number: 1-270-400-1500 (East Coast)
Access Code: 447789

Please call in and mute your phone ("*6"). If you wish to speak unmute ("*6").



Agenda

- Who is Hiring? - Sara Alvarado
- Interviewing and Networking - Linda Ginac
- Changing Careers - Linda Ginac
- Consulting as a Career - Caleb Stewart

Panelists

- Sara Alvarado, Sun Lakes AZ - sbalvara@wbhsi.net
- Linda Ginac, Austin TX - linda.ginac@ginacgroup.com
 - [see her separate slideset](#)
- Caleb Stewart, Cambridge MA - Caleb@greatjobs.com

Who is Hiring?

Sara Alvarado

- <http://hotjobs.yahoo.com/HotJobs100/index.html>
 - Lists various companies by state
- Be creative; don't give up! Even if not hiring – they are gathering resumes for a pipeline.
- Watch for lead person behind the scenes who screens
- Put together a plan, before you leave. Look for: who are your companies competitors – similar job, environment usually
- Culture is key. Intel is results-oriented get to the point; vs. DEC was relationship-oriented, networking. Talk to people about culture of the company.
- Even if one group says it's not hiring,

Recruiter Secrets

- How to find out about companies?
 - Job Boards – look to be sure you have the right verbiage for their position
 - Applicant Tracking Systems
 - See a Career Builder job – rephrase your resume to be sure it has same words.
 - Outplacement Forums: Sara did
 - Chamber of Commerce Book listing every company by focus (mfg, retail, medical, etc.), # people, names, contacts – call them directly
- Companies must post job description – for 10 days internally. Might do this first, or in parallel.
- ESCANS – by particular state.
- If you are doing something different – look for
- 55+ is DIVERSITY recruitment now... opportunity now.
 - WelcometoJobsOVER50.com
- LinkedIn is very effective – in your network
 - Search space: by company or people – lists recruiter names, different locations of company, etc.
- Unemployment Offices (if you're laid off)
- Workforce Development Groups (Separate from state), DEF
- People want to know about relocation: companies are open, but the main thing is when resumes come thru tracking systems
- 3 kinds of recruiters: junior (<1 year), paper-pushers (want to impress hiring mgr), and senior recruiters
- Tailor-make your resume to hit these words
- Never think that you are too overqualified – system will pick up the key word – hiring manager might see it.
- Behind every person is 100 people they know – get reconnected with these folks.

Associations

- Open own business
- Small Business Group – Associations – other members will help you out.
- Everybody is really hiring
 - Get your resume in there – make sure you have the right verbiage and other skill sets may be needed, even if not displayed

Consulting as a Career – Caleb Stewart

- Working with a contract placement agency
- Payment: W2 versus 1099
- Marketing yourself
- Determining an appropriate hourly rate
- General resume tips

Consulting as a Career

Caleb Stewart

- Working with agencies is a good idea – develop mutual trust through communications; agent should speak in a knowledgeable way on your behalf
- If you agree to pursue an opportunity – agent should divulge client name –
- Keep track of these opportunities, whether permanent or contract. Keep log of discussions, including rate discussions, so no
- If you present yourself – keep them informed about availability; update with new skills
- Contracting not a good way to make a career change – they are looking for someone who is ready at day one.
- Different ways of working on contract
 - Hire w2 – clients protected by liability insurance
 - Work directly with client - 1099 – taxes not withheld – you pay yourself
- Marketing your Skills : you do it for client
- Agent can help by marketing your skills while you are working
- Important to be organized – keep after your contacts with agent you work with
- Agent can call attention to skills with client – better than keyword only
- Reliant on keywords
- Project-based

More from Caleb

- Rates: remain pretty stable over last 2-3 years, but driven by # folks available – rates for contract work are not a permanent commitment; if you are flexible, you're more likely to get your foot in the door
- Rates, salaries are regional
- Resume: Keyword searches are beginning – don't be afraid to repeat keywords – don't assume audience will know product names/acronyms
- Brand your resume – target towards specific jobs – 2 versions, contract, permanent
- Agent can help you tailor your resume for a particular job
- Age Discrimination and Overqualified: removing dates of education helps
- In contract work I haven't come across age discrimination. People are being hired for their skill set. Do not recommend dropping earlier job history off resume; consolidate – prior to 1985, held positions in software engineering at DEC, Sybase, Progress – details available on request.
- Contract Jobs – last 3-6 months in length – some on board for 15 years doing engineering work for gov't.
- To date, work with gov't is mostly engineering. Publications, communications also busy area for us.
- Ways of finding out about work are sometimes similar agency vs. ____

Sara Alvarado - Sr./Corporate Recruiter

- 25 years of Recruitment both Domestic and International within the arenas of High Tech/DEC/Intel/Aerospace/Healthcare
- Started with DEC in 1973, Left DEC in 1993 after ramping up the Alpha Chip.
- Started with Intel in 1993 and ramped up the Pentium II project plus 3 fabrication sites to include the merger/acquisition of FAB 17 formally DEC in Hudson Mass
- Known as a Sr. Diversity Recruiter
- Expert in Market Research
- Known as a Trainer in Resume Writing, Networking, Behavioral Interviewing
- Expert in various ATS Systems
- Like Hank Vezina, Sourced and hired people for Software, Hardware, Semiconductor, IT, Finance, Marketing, Sales, Manufacturing, Supply Chain, Customer Support, Administration, Design and HR.
- Expert in Coaching and Counseling and Outplacement
- Recruited in Massachusetts, Silicon Valley, now Arizona...Originally from Mass and started at DEC in Mass

Linda Ginac

- Linda Ginac is the CEO of Ginac Inc., an integrated media company in the career management space comprised of three business segments including Publishing, Coaching, and Training, the combination of which enables the Company to cross-promote content, services and products.
 - Publishing – infomercials, entertainment DVDs, magazines, books, assessments, radio programs, podcasts, video-casts and more (LG Media)
 - Coaching and Consulting – career transition and outplacement services for individuals, corporations and government (The Ginac Group, Inc.)
 - Training and Distribution – state of the art career coach training and certification program distributed via universities and other institutions (National Society of Career Management)
- Other facts:
 - Lives in Austin, Texas
 - Started with DEC in 1987 (MRO) and left in 1994 (ZKO). Worked in Government Systems Group and International Standards Group.
 - Former VP of Product Strategy/Marketing for high-tech companies including pcOrder, Cofiniti, PSI Technologies, Computer People
 - Helped Computer People, one of the largest International recruitment firms expand to 18 offices in US during .com rush
 - Founded career company in 2000, during .com bust
 - Masters in Career Development

Caleb Stewart

- Caleb Stewart has worked in the personnel placement industry since graduating from the University of Massachusetts where he majored in Art History. In 1984 he co-founded Randolph Associates, Inc., a contract and permanent placement agency for Engineering and Information Design Professionals, where he is Vice President. In his spare time, you'll find him at home in Belmont, MA gardening, or volunteering for various local charitable organizations.
- Caleb can be reached at Randolph Associates via email to: caleb@greatjobs.com and by telephone: 617-441-8777, Ext. 22.

Caleb Paul Stewart
Vice President & Co-Founder
RANDOLPH ASSOCIATES, INC,
950 Massachusetts Ave., Suite 105
Cambridge, MA 02139-3174

Concall part 2

- Monday, June 1, 6 PM
 - Bill Costello – Fed Gov't jobs
- Lanning Levine – www.job-miner.com
will do separate session TBA

Q&A Session for any Panel Member

- For Linda: F2F networking, any statistics on how poorly the job seeker networks produce results vs. professional societies?
- From Linda's experience: haven't seen a lot of success for people attending job clubs.
- Most effective: 1st figure out how to leverage your OWN network, and connecting with somebody like career coach, friend, 1 person's network.
- Example: engineer get into medical devices. Linda went to her own network to speak to 1-2 people who can tell her a little about X. Over 2 months, built network. That person ended up getting the job. We reached out to 1 person, not 50 people.
- Business Card givers: don't build the relationships. Not fundamental basic professional etiquette.
- F2F, association, friends/family: Find 3 topmost people – spend time with them – you have a relationship. Coffee, lunches. Then you reach out and ask for help.

Q&A

- ? Headhunters
 - Old days – listen to you, present with opportunities, they stick with you – now headhunters are just interested in filling the req.
 - Has this gone away?
 - Sara: employers market now. Headhunters want to keep the rapport going. Another company will need the skills. Expectations are companies test out different agencies.
 - Linda; needs to match talent with job req – that's sales – when requirement calls for certain type of person, they need to go find that – can create some tension if you've been with recruiter with some time. Might not have bandwidth to stick with you. If companies pull back on recruiting \$ - they have less time.
 - Exclusive? Recruiter will discourage posting your resume on dice.com, monster.com
 - Be up front with recruiter. Fair game to say I'm also working with another team.
 - Quotas to meet. Sara: As employee: rather deal with recruiter I can communicate with, and work with.
 - It's OK to be fussy – work with right recruiter – in long run you will maintain relationship.
 - Sara: can't tell you how many resumes she still receives – she'll still help them now.
 - Very important to be very sincere and help them in process in resume.
 - Worst thing in world to write it yourself. Talk to people who are knowledgeable, who have history of workign with resumes
 - Job Fairs: Sara – suggest before you present there – how does my resume look to 1st 25 people. Sell them selves in less than 2 minutes. If they jot down things – that is a good sign.
 - Creative approaches: be different! It's the name of the game.
 - Caleb – working with agents (headhunters)- when an agency asks not to post an agency onto a job board – request is 2-fold:
 - Clients ask recruiters to ask people – then they might not get a commission.
 - Job is also on board directly
 - Caleb likes Job Fairs because you get to meet real people not a name.
- Sara: if you use agencies – in-house, they have recruiters too. Internal recruiters may ask if you are working with an agency – so there is a contract – agency must be on the approved vendor list. In that case, recruiter can't help you.
- Agency might go behind recruiter's back and send resume directly to hiring manager. Causes problem if no contract. Puts the applicant in the middle. Nice to be received by the internal recruiter first – ATS documents this.