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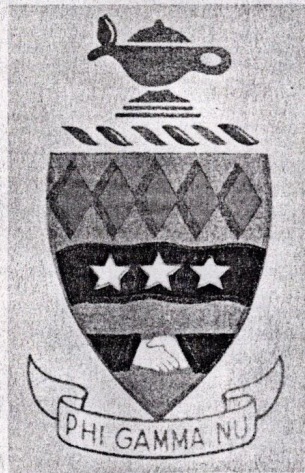
MAGAZINE

OF



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Jane Francis



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Amber Howard



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Phi Gamma Nu

NATIONAL PROFESSIONAL FRATERNITY IN BUSINESS

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Number 1

We Salute

*Ten chapters
celebrate special
anniversaries in '80-'81*

30 Years

Xi, University of Mississippi

25 Years

Phi, University of Texas

5 Years

Beta Rho, LaSalle College
Beta Tau, Dealware State College
Beta Chi, Illinois Wesleyan
University

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Phi Gamma Nu Fraternity, a national professional Fraternity in Business, was founded February 17, 1924 at Northwestern University, and incorporated under the laws of the State of Illinois in the year 1927. It was organized to foster the study of business in colleges and universities; to uphold the interests of the Alma Maters through the encouragement of high scholarship, participation in school activities, and the association of students for their mutual advancement; to promote professional competency and achievement in the field of business; and to further a high standard of commercial ethics and culture in civic and professional enterprises.

MEMO TO LIFE MEMBERS: If you have moved to a new address or have a change of name due to marriage, please drop a line to Phi Gamma Nu Fraternity, 6745 Cheryl Ann Drive, Seven Hills, OH 44131.

Educational Journal

The President's Message

Dear Phi Gams -

Without a doubt, our 1980 convention lived up to its promise to be "the best convention ever." For it was exciting, challenging and so much more!

The big NEWS of our convention, however, was the election of a NEW National Council. I emphasize the word NEW because seven of our twelve Council members have been elected to their first term. And, no emphasis on the word NEW would be complete without mentioning that we have a new Executive Director — an event that signals a major turning point in the continuing history of Phi Gamma Nu.

As we look to the future under the guidance of our new Council, we see efficiency, improvement and innovation in every facet of Phi Gamma Nu.

This is truly an exciting time for all Phi Gams everywhere. And why not? Our future never looked better!

Anne T. Visco
National President



So, You're Looking For a Job

During my last year of college I was too busy finishing my major requirements to give anything but a few fleeting thoughts to the next step of job hunting. I felt guilty for not attending the job hunting seminars during my last semester but the immediate goal of graduation stood in the way.

Little did I realize while driving across the country from California, where I finished college, to Ohio, where my family lives, that a year of job hunting mania awaited to gnaw away at my ego.

After arriving home my evaluation of my qualifications was optimistic. I had just received a bachelor's degree in Communications, emphasizing Public Relations and Journalism. I had been a staff reporter on the college newspaper for a year, completed a public relations internship during my last semester, worked part-time on and off through college and knew what type of career I wanted. What more could an employer want? I soon learned.

I got a part-time job as a clerk in a retail store while analyzing where to strike the enemy, i.e., potential employers, first. Even with this job a surprise was awaiting me - I was asked to take a sophisticated lie detector test before being hired.

After a few weeks at the store I realized it wasn't working out so I parted ways to go on to greener pastures - working through temporary agencies.

The first agency sent me, a college graduate, to a wholesale leather coat outlet where my entire educational background was utilized in straightening coat hangers. I came home and cried. The next job was better - I was a clown at a children's Christmas party.

Through another temporary agency I secured a position in the Visa Security office of a large bank. For two months I listened to callers reporting to me how their Visa cards were lost or stolen, including an incident in which a thief called in and made a report under the cardholder's name to receive the new card.

By now I realized that my chosen field of public relations and journalism was a real tough one to crack. Desperation began to grip me and the words "Recession" and "No Experience" were burned into my brain. However, I con-

tinued to fill out job applications, read the want-ads, follow friends' tips on job openings, and eventually went to an employment agency.

After giving a bleak rundown on the current job market, the manager of the employment agency wanted to interview me for a position there. Beware of "We don't have anything for you in our files, but you're just the type of person we would like to work in our office" line. After stringing me along for 5 weeks with promises of a great future in the agency, he hired someone else with "more experience." At that point I felt anyone could have "more" experience than me.

I got another temporary job in late winter, filling in for the executive secretary of a small manufacturing firm. (No, my typing isn't that great but I used an IBM Selectric.) They were pleased with me, but had no openings. The personnel director befriended me and I was able to discuss some of my frustrations with him. He suggested I try another employment agency.

This time the counselor was a Pseudo-Freudian who wanted to get to know the "real me", so she could place me in just the right job. By the time I left there I was required to take a high school grammar test after repeatedly reminding her I majored in journalism. Also, I was almost offered a minimum wage receptionist job there for which they later decided I was too qualified.

During the spring I decided to look for a job full-time and not do any temporary work. After mailing out over a hundred resumes I expected something to come through. Interviewers told me I didn't have any experience for jobs in my field. I was over qualified for clerical or secretarial jobs, no one wanted to hire me for jobs out of my field because they said I would not be satisfied. I would be satisfied with an income! No one would hire a college graduate for a part-time job for fear I would soon get a job in my field. (What job?) During this time after all of my effort and interviews, I still had not received a single job offer.

I realize I am not the only one who has looked for a job but somehow all that rejection along with my increasing sense of inadequacy began to be overwhelming.

At this point, sensing my mounting frustration, my sister suggested I talk to

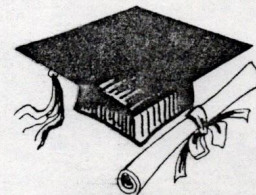
one of her business professors at the local community college. He not only had greater knowledge of the business world but was handicapped and knew the complexities of trying to sell himself to an employer.

After some encouraging chitchat he got down to the crux of the problem. All this time I had been selling myself short on my resume. I had a section on "work experience" on my resume where I was listing my jobs under "Temporary". The professor said that was probably the first thing that was catching an interviewer's eye, followed quickly by the thought of unreliable. After a few hours of going over my resume with him, I had a lot of ideas for improving it.

I changed my resume by putting a heading called "Experiential Background" and listing under it the various duties I had in my jobs and my responsibilities. I emphasized the skills I acquired in activities in college, my public relations internship, my temporary jobs, while not focusing on the idea of temporary. I decided to teach the interviewers to look at experience my way and not in their narrow way.

A week after my meeting with the professor I went to a career day at the community college and talked with a personnel director from a national gas appliance testing laboratory. He was there to recruit technicians but discussed an opening at the company for a technical writer. He set up an interview with me for two days later.

I was hired the day of the interview.



THE FIRST JOB GAME

PART I: WHAT TO LOOK FOR

First of all, we should make one thing perfectly clear: Anyone who can contemplate leaving college and entering the job market without a certain amount of fear and trembling is either incredibly brave or incredibly foolish. If the prospect raises a moderate lump in your own throat—congratulations, you're normal.

Hundreds of career manuals now vie for the chance to lead you through the tricky, scary process of finding the right job and advancing happily ever after. Most of these recent career books share a common theme: They reject old methods—such as mailing off hundreds of resumes or waiting patiently for promotions—as far too passive and inefficient. Instead, these new career gurus favor well-plotted strategies that allow you to choose your first position carefully, win recognition on the job, and propel yourself through a series of opportune career moves in a lifelong campaign for success.

At the moment, of course, you may be a bit more concerned with simple survival—in the form of finding a decent job to help you pay off all those student loans. But your first job is a lot more than a simple point of entry into the working world; it is the start of your career, the opening round. Ideally, that job should lay a solid foundation for your career and help you decide, early on, if the direction you're headed in is the right one.

It's all a less-than-simple matter of knowing what to look for, finding it, then learning to make that first job work for you. In this section, you'll find tips from the experts as well as tried-and-true suggestions of our own that might help you get off to an easier start.

How do you choose the "right" first job? A lot of that will depend on where you want to go and what you want to do. Perhaps you would like to merely settle in somewhere and get used to the working life for a while. But if your goal is to move ahead quickly and give yourself the broadest range of future options, career counselors suggest you look for some of these elements in a first job.

Varied Exposure. Within your career field, there are undoubtedly many different kinds of job possibilities—including many that you never learned

about in college. Your first job can be an opportunity to try out some of these options by sampling a wide variety of tasks or at least observing them at close range. This could mean finding a large company which has a variety of operations and is willing to move you around quite a bit during a training period. Or it could mean taking a job that gives you access to a wide range of ideas and people outside the firm.

Flexibility. As rapidly as the world changes, the glamorous job you take today may be obsolete before you know it. So your first job should help you develop the widest possible range of skills and knowledge. You'll want abilities and experience that travel well—such as writing skills or experience with financial management.

Visibility. Not only will you need to do good work, you'll need to have that good work noticed by those who count. If possible, you'll want a job that allows you to produce something that is clearly identifiable as your work, that allows your good performance to stand out. You'll also want to have some way of making a personal contact with key people in and out of the company. A job in which you periodically attend trade shows and conventions, for example, might give you this kind of visibility.

A Good Personality Fit. Companies have personalities just like people do. They are formal or informal, tense or relaxed, high-pressured or low-key. In some, you'll find a high percentage of married-and-settled-types who hit the road to suburbia at the end of each day; in others, there will be plenty of people who want to go out for a friendly beer when the office shuts down. You'll enjoy your first job more—and be a lot more successful—if the company's personality matches your own.

Okay. With all these elements in mind, you simply have to sally forth and find the proper niche. How, you ask? Read on.

Get out your khakis and bush jackets—it's time for the job hunt. Unfortunately, there's no single set of rules to guide you on this safari of resumes, research, and interviews. But our collection of ideas and job-hunting sources may help you get packing.

CONTACTS: YOUR PERSONAL NETWORK

Friends, and friends of friends, relatives,

someone "in the business"—contacts like these are your best bet for getting a foot in the door. Your eye doctor's brother-in-law may be in publishing; your sister's roommate's dad could know a recruitment officer at IBM. When you have a contact in a chosen field, you've got more than an introduction, you have an endorsement. This simple, four-step method could help you develop your own contact network.

Step 1: List everyone you know who works in the field you want to enter. Broaden the list to include firms you've worked for in the past few years, professors, parents' friends, alumni of your university already in that profession, and any other people you know who might serve as contacts.

Step 2: Contact your contacts. Tell them you're seeking information and advice, and set up a time to talk. Most everyone loves to give advice so this shouldn't be too difficult to accomplish.

Step 3: Plan your pitch in advance. Explain that you're looking for a certain type of job and ask for pointers on who to contact for interviews, sources of background information, firms that are hiring. Try to have the contacts share their own experiences.

Never ask a personal contact for a job. This creates a pressure situation rather than a good atmosphere for the flow of information you are seeking. If you don't ask, you won't be rejected, and you avoid placing the contact in the awkward position of turning you down. Instead, ask him to let you know if he hears of any job openings. Chances are, the contact will become personally interested in your job search and keep his ears open for you.

Step 4: Send a thank-you note to the contact a day or two after you meet. Mention some piece of advice you found valuable or have already taken ("As you suggested, I've rewritten my resume to emphasize my internship experience."), indicating you did not waste his time. Then follow with another request to be kept in mind if he hears of a job opening. This technique is both flattering to the contact and painless to you, and it gives you a network of professional people interested in your job search.

YOUR RESUME: KEEP IT BRIEF, MAKE IT BEAUTIFUL

Once thought of as the passport to a

job, a resume is now considered more of a written introduction that should lead to an interview. In fact, a sharp-looking, concise resume is often the only deciding factor in whether you do get an interview. Employment experts agree that almost 80 percent of all resumes fail to present their subjects (namely you) in the best light. A good resume is more than a fact sheet of education and experience—it should make the employer become interested in meeting you.

There is no “right” way to write a resume. The idea is to deliver information and make yourself look good. The essentials: Keep it brief (one page is best), typewritten, and error free. Whatever style you choose, the resume must include your name, address, phone number, age, schooling, work experience, and honors, plus the simple statement “references available on request.”

Some experts advise including a “job objective”—a succinct phrase or sentence based on your own goals and what you believe a particular employer is looking for (“a marketing position with management potential,” for example). This means tailoring your resume to fit the demands of each company you contact and retyping it each time.

Others advise eliminating the job objective from the resume and, instead, indicating your goals in an individually typed cover letter sent along with the resume. The letter, addressed to a specific person in the company, briefly tells the employer how your background fits the company's needs, and follows this sales job with a request for an interview date. According to these experts, a customized cover letter generates more response than a customized resume.

Until recently, the “chronological” resume—in which you list all jobs held starting from the present and working backward—was favored by career experts and counselors. However, since the average graduate is long on schooling and short on significant job experience, many counselors now suggest a “functional” resume, which stresses the skills and abilities you developed in even the most menial jobs. A still wiser choice might be a “mixed” resume, which lists past jobs in reverse chronological order but emphasizes the skills you learned and things you accomplished in each job. Sound confusing? At right is a sample of what this mixed approach can do for a resume that might otherwise look pretty skimpy.

THE WELL-TEMPERED COVER LETTER

Your cover letter should be as carefully planned as your resume—both have to

catch the eye of a busy employer. These tactics seem to get the best results:

- Find out who in the company does the final hiring for the job you want. A call to the personnel office should clear up this mystery. Be sure to get the correct spelling and the person's title, then write the letter directly to that individual.

- Your opening sentence should be compelling enough to make this person want to finish your letter and read your resume. Let him know that you are familiar with the company and are aware of the organization's needs. Using some of the terminology unique to that profession may help, but don't overdo it.

- Make a discreet appeal to the employer's self-interest in the second paragraph with a few simple statements that relate your abilities to the company's needs.

- Ask directly for an interview. Include dates you'll be available for a meeting as well as when and where you can be reached. Call about two days after your letter should have arrived and again request an interview.

- This is a business letter, so adhere to proper form, keep it brief (no more than a page), and make it letter-perfect. Tell the employer just enough to make him scan the resume and want to find out more.

BEFORE THE SEARCH—RESEARCH

If you're headed for a corporate job, don't schedule those interviews until you schedule some time in the library. You'll waste a lot less time if you unearth some background facts on the firm that interests you.

Researching a company doesn't mean you should know the chairman of the board's favorite wine, his wife's name, or the knot capacity of the corporate yacht. You do need to know a company's age, services or products, competitors, growth patterns, and reputation in the business world. This information will help you decide if that firm is the right place for you, and it can also help you formulate intelligent questions to ask during the interview. Start your research with these informed sources:

- The company's public relations department can send you a complete corporate profile. When you write for it, you don't have to clue them in to the fact you may be applying for work.

- *Moody's Manuals*, available in most libraries, report on the history, finances, officers, and products of companies.

- *Dun & Bradstreet Million Dollar Directory* lists information on 44,000 businesses which have a net worth of \$1 million or

more.

- Annual reports of publicly held companies analyze financial status, assets and liabilities, and growth rates. This report should indicate if a firm is undergoing expansion—which could mean more opportunity for you to move up through the ranks. Write the company for a copy.

- Local employment agencies may be able to give you information on the turnover rate among a company's employees. It may be risky to join a firm in which the staff seems to be constantly changing.

- *The College Placement Annual and Standard & Poor's Register of Corporations* are two other useful sources for facts about companies. Both are probably available at your university library. For information on government agencies, consult the *Federal Career Directory* and the *United States Government Manual*.

INTERVIEWING: IT'S THE MAIN EVENT

No matter how impressive your past experiences look on paper, the interview is usually the decisive moment, and the one chance you'll have to convince an employer of your high energy level and great personal qualities. First impressions matter a great deal, and your manner and appearance are of the utmost importance. Here are some other crucial points to remember:

- Advance preparation is the key to a successful interview. Learn all you can about the company. You can then speak intelligently about your prospective employer's needs and how you fit those needs. You will often be asked to flesh out the information supplied on the resume, so be prepared to discuss the skills you've gained from past experiences. For jobs in writing, arts, or design, bring along a neat portfolio of your best work.

- In his book *Dress for Success* (Warner Paperbacks, 1978, \$3.95), John T. Molloy recommends that you dress as if you were applying for a job one or two steps higher than the one for which you are interviewing. Molloy advocates a navy-blue or charcoal-gray skirt suit for women and a dark blue or gray pinstriped suit for men. Hair should be clean and neat, jewelry kept to a minimum, and perfume or aftershave should be subtle.

- Don't forget that you are selling *yourself* in an interview. You have to concentrate on radiating energy, enthusiasm, and self-confidence from the minute you enter the room—while continuing to act naturally. It definitely takes practice. Smile and shake hands firmly, looking the interviewer straight in the eye. Maintain this eye contact throughout the in-

The outlook for government jobs is brightest in Chicago, New York City, Philadelphia, and San Francisco. Competition is fiercest for jobs in Washington, D.C. The second languages most in demand are Spanish, Korean, Chinese, or a native American language like Navajo.

In Washington, congressmen have expert staffers familiar with the inner workings of the bureaucracy who may know where federal job openings are likely to be. Schedule an interview with a staff aide in your representative's office if you're in the area. If not, call the office before 9 a.m. The aide, who is not likely to be in that early, can call you back.

Professional and trade associations often know of openings in agencies they deal with. Washington lawyers who do business with the government are also good sources for information about job openings.

FREEBIE SERVICES FOR JOB-SEEKERS

Of course, a major concern of the job-hunter is knowing where to look for employment. There are a few services that charge little or nothing for job placement help.

College Placement Centers. Most campuses have such centers offering a wealth of information on careers. Standard services include: job lists for positions in the university area; on-campus interviews with corporate recruiters; aptitude tests geared to specific vocations; reference materials on corporations and job forecasts in different professions; lectures and workshops on interviewing and resume-writing.

Visit the placement center early. As graduation approaches, there will probably be a mob around the office.

State Employment Services. These offices are usually good for entry-level industrial jobs and unskilled trade or craft positions, as well as clerical, technical, and professional occupations. Since the service is free, these offices are usually crowded and understaffed—so be patient. Check listings in the Yellow Pages under "Employment Agencies" to locate the nearest state center.

Job Banks. The federal government sponsors job banks located in state employment offices. These are computerized daily lists of available jobs around the country. Employers send their vacancies to the state office, and those jobs are fed into the computer according to the occupation and location. The job-hunter scans a microfiche for openings; if a lead is found, the state agency will try to arrange an interview with the employer.

PART III: HOW TO MAKE IT WORK FOR YOU

Entering the working world means starting over, adapting to a very different set of rules and conditions—and making some big changes in the way you organize your life.

"I have to work all day; I have no free time," complains Mark Cagle, a recent graduate now working as an operations trainee at the Antim Transportation Company in Chicago. "I'm used to taking a day off—if I didn't want to go to school, I didn't go. Now, I have to be at work."

There are plenty of chasms between academia and the workplace. In his book, *College to Career: Finding Yourself in the Job Market* (McGraw-Hill, 1977, \$6.50), Michigan State University placement director John Shingleton points out that while in school, promotions are regular, feedback constant, and second chances common; brighter students often excel without too much time or trouble. This all changes once you hit the world of business. Feedback is often only implied (no news is good news), effort and reward can be long separated, and even superior achievement may not lead to advancement.

If you can ready yourself for these adjustment jolts, it might take less time to adapt to your new situation. This is crucial; you can't take too long to figure out what you're doing. People expect you to learn how to do your job well. A screw-up no longer merely means only a poor grade, but also an inconvenience or disaster to everyone who depends on your work.

However, the first big adjustment may be learning to live with being on the bottom again. "I feel people in higher position treat me as if I'm not as intelligent as I am—simply because of the position I'm in. That breeds a certain amount of resentment," says Karen Lavroff, editorial assistant at Little, Brown and Company, a Boston publisher.

"For the first few months, I was an extremely good listener," counters Charles Gomes, account executive with the New York firm Ruder and Finn. "You've got to learn your boundaries and not be afraid to ask lots of questions."

Perspective is the key. You should be humble enough to recognize you have a lot to learn and self-assured enough to know you will learn it all eventually. Keep your expectations realistic. You can't possibly know everything the day you walk in.

Meanwhile concentrate on developing a

professional attitude toward day-to-day setbacks and criticism. You'll probably encounter plenty of both, and you may as well try to learn from those experiences. You'll still go home crushed some nights, but you won't make the same mistakes twice.

Many of those mistakes may have nothing to do with the work itself. According to career expert Marilyn Moats Kennedy, "Seventy-five percent of all people who fail in their jobs fail because of *political* problems rather than skill problems." By political, Kennedy means the power plays and maneuvering that goes on inside any working organization, whether it is an insurance company, a bank, a factory, or a government agency.

Playing office politics can mean steering clear of backbiting gossip—or gleaning important information from the company grapevine. It can mean learning to be a dependable team player and finding a more experienced worker to show you the ropes. It can mean advertising your own potential for advancing on the job without becoming a pariah among your colleagues. In any case, it's a complex game that can either work for you or against you.

"Office politics *can* be extremely evil," relates account executive Charles Gomes, a recent graduate of Boston University. "I've had to go into situations and defend myself. Then again, I recently took over a co-worker's account. She came to my office with her files and told me various tips about the people I'd be working with. Some people help you out; others try power plays on you."

Every organization has its unwritten rules of behavior. In one firm, the office coffee pot may be the favorite place to gather and exchange the information that makes an office run more smoothly; in another firm, such coffee-kitching may be tacitly frowned upon. It's up to you to keep your eyes open during your first weeks on the job and get a feeling for how the organization works.

One very important way to learn about the system and hone your skills is to find a "mentor"—a more experienced worker who will take the time to help you find your feet. Most successful people have had this kind of guidance at some point, and it's well within your grasp.

"The vice-president I work with gives me a lot of personal, professional, and political guidance," says Gomes. "I suggested a weekly meeting for the first six months while I'm still learning the ropes—it's been a great idea!"

For Tom Teague, assistant editor of two in-house magazines of the Tennessee

Valley Authority, the experienced employees volunteered a helping hand. "They were most agreeable in saying I should come talk to them about a problem. When they see me confused or missing a point, they steer me in a different direction."

The ability to listen, ask questions, and work hard are the basic requirements for the first few weeks on the job. And once you feel at ease in this new environment, it's time to figure out how to get ahead. This involves keeping up with what's happening in your career field and learning how to promote yourself without too much brown-nosing.

"I'm reading professional journals I never thought I'd be caught dead with," says editorial assistant Karen Lavroff. "I try to show I'm willing to assume added responsibilities and then let people know I've done that."

Whatever your plan, it's important to pursue it steadily. "The one thing you can't do is stand still," says career consultant John C. Crystal, coauthor, with Richard Bolles, of *Where Do I Go From Here With My Life* (Ten Speed Press, 1979, \$7.95).

When you're just hoping to be hired, it is difficult to think about long-term goals. Yet according to Crystal, these are your most important decisions.

"Be nice to yourself. Ask yourself where you want to live, what you want to be doing in five years. List the things that excite you professionally, then locate these activities in a particular organization or profession," he advises.

Crystal emphasizes that you should be flexible, and "always have your parachute prepared, for you never know when you will need it. Your personal future planning should be your foremost principle."

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You Can Use Your Volunteer Experience To Get A Paying Job

Whether you raise funds for charity or help out at the local hospital, your volunteer experience can help you get the job you want. By TOBI FRANKEL

You ran a church bazaar so successfully that the profits were double what they were the previous year; you organized a registration drive for a local election and enrolled 100 more people than anyone else; you wrote a letter appealing for funds for a children's hospital that netted the largest response in the institution's history.

All volunteer work, you say, and not meaningful on a job application, right? You want to get out into the business world and think you have no job credentials, right?

Wrong, say the experts, who believe that unpaid work can be properly translated into marketable skills on a job resume.

As Janice LaRouche, a New York City job counselor, sees it, "What counts is to have a good sense of who you are." Jane Gould, head of the Women's Center and former director of placement at Barnard College in New York City, urges women to have a positive attitude toward themselves and not underestimate their volunteer work. Barbara Dank, head of Career Horizons for Women, a life-planning workshop at Hofstra University in Hempstead, N.Y., feels the same way: "If a homemaker regards her volunteer work as 'nothing,' then she will have a bad image of herself."

Preparing a job resume, or summary of work experience, in anticipation of entering the job market is a good way of learning what your strengths are and what kind of job you might like. It will prevent your blurring out at a job interview, "I'll do anything." Rather, it will enable you to "communicate your uniqueness," says Ms. LaRouche, for the resume is a way of advertising yourself. The process of writing the resume may also point up the need for additional training, so that you can build on your existing skills and interests, or acquire new ones.

Jane Gould suggest that the person who doesn't know what she wants to do should make a list of her volunteer activities, itemizing the skills in detail. Hopefully, a pattern will emerge from the listing that will help define the person's talents.

Too often, women simply list their activities without indicating the complexities of the tasks performed. For instance, in her initial resume, one woman wrote in

chronological order that she had been president of a kindergarten association; corresponding secretary of the women's auxiliary of the town hospital; volunteer worker in the hospital's emergency room; first-aider and ambulance driver in the first-aid squad; coordinator of first-aid squad publication; organizer and troop programmer of Girl Scout troops; and co-president of the PTA board.

Under the guidance of Ms. LaRouche, her skills were restated: Vague phrases such as "I was involved with" or "I am familiar with" were avoided, and active verbs were used to spell out the woman's responsibilities.

In the new resume, her experience partially read: *Emergency Room "Pink Lady"*—Admitted accidents, took case histories, notified doctors, police and families. Cleaned wounds, set up gynecological exams, prepared suture trays, assembled cast and splint materials, administered oxygen; general assistant to doctors and E. R. nurse. Inventoried, checked and helped order supplies. *First-aider*—Answered police calls and drove ambulance during day; rode in back of rig attending patients at night. *Coordinator of first-aid squad publication*—Compiled phone and address directory, solicited patrons, arranged printing of 5,000 copies.

Based on the expanded, more specific resume, a covering letter and an interview, the woman eventually got a job as a hospital coordinator. The accompanying covering letter expressed her great interest in hospital work and indicated to the prospective employer how certain of her skills applied to the particular job opening.

Lenore Berck, now head of the arts department of a private school in New Jersey, was a volunteer while her family was growing up, until she decided to go back to work five years ago. Her list of past activities showed that she was trained in the arts, taught music at home, was responsible for starting a chorale, was a member of the board of directors of an arts center and had organized theater parties.

With the help of the Barnard College placement office, she wrote a resume that presented her credentials meaningfully: A topic sentence to summarize her past experience; categorization of experience according to teaching, organizing, music education, without regard to the chronological order of experience; use of the word "I"; specifics about achievement, such as monies raised or size of groups.

(continued on Page 12)

SYLVIA ARNOLD

Sylvia is an founding member and First National President of Phi Gamma Nu. She attended Northwestern University, Chicago University, Chicago Art Institute, I.O.R. in Egypt, Greece, the Holy Land and Illinois Research Hospital.

She and her husband, Philip, live in Niles, Illinois, a suburb of Chicago and have one son and three grandchildren.

In the past, she has held offices on local and national levels in Education, Community, Political and Church organizations.

At present, Sylvia is interested — after Phi Gamma Nu in Senior Citizens, church and community projects.



ANNE T. VISCO

Anne T. Visco, National President of Phi Gamma Nu, was initiated into the Epsilon Chapter at Temple University and received an award as Best Pledge. She served the Chapter as Vice President and Pledge Trainer.

She joined the National Council in 1972 to complete the term of Barbara Kline who resigned to teach overseas, and was re-elected in 1974. In 1977 Anne was elected National President and re-elected in 1980.

Currently employed by Eaton Corporation in the Industrial Truck Division, Anne is a senior marketing analyst in the Marketing Research Department. Anne's responsibilities include maintenance of marketing statistics data base, assistance with the development of the division's market forecasts, and preparation of various statistical reports. She resides in the city of Philadelphia.

AMBER HOWARD

Presently serving as Vice President of the Midwest Province, Amber Howard became a Phi Gamma Nu in 1948 and was President of the Alpha Chapter at Northwestern University in 1949. She reactivated the Chicago Alums and served as its President 1976-79.

Amber is employed as a Secretary/Administration Assistant to the head of the Probate Division in the Trust Department of the Northern Trust Company.

Since her college days, Amber has been actively involved in numerous community organizations while raising three children and working as a legal secretary and accountant/office manager.



GAYLE REEVES

Gayle Reeves, Vice President, Central Province attended Miami University in Oxford, Ohio from 1973-1975. She attended Dyke College in Cleveland and received a Bachelor of Science in Paralegal from Dyke in 1979.

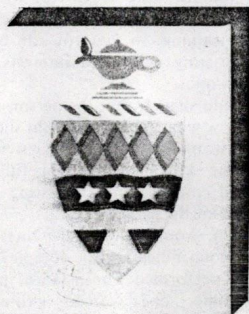
Currently Gayle is working as a paralegal for the law firm of Thompson, Hine and Flory. She is also attending Cleveland Marshall College of Law and intends to take the Ohio Bar Exam in July, 1983.



CAROL TARWATER

Carol Tarwater was a member of Upsilon Chapter, Drake University in Des Moines, Iowa and held various offices in the Chapter, including Chapter President in 1969-1970. She joined the Arlington, Texas Alumni Chapter in 1974 and was appointed Regional Director for Beta Lambda Chapter, University of Texas, Arlington. At the 1980 Convention, Carol was elected South Central Province Vice President.

After her college graduation, Carol began her career in retail management and later became a district manager for a department store chain, and at one time supervised twelve stores in the Dallas area. She is currently Merchandise Manager for Target Industries.



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LORRAINE A. SCOTT

Lorraine A. Scott became Regional Director of Phi Gamma Nu in 1975, rose to Vice President in 1977, and was named Executive Director at the 1980 August Convention.

As Vice President of the organization, Lorraine reactivated Alpha Beta Chapter at Dyke College, her Alma Mater, in Cleveland, Ohio. She has been responsible for the reorganization of the Cleveland Alumni Chapter.

With a college background in accounting, Lorraine has held accounting positions with a stock brokerage firm, a Board of Education and also worked in data control for one of Cleveland's largest banks.

Lorraine and her husband, John, have a 10 year old son, Bruce and live in Seven Hills, Ohio. Currently she is very busy establishing Phi Gamma Nu's National Headquarters in Seven Hills.



KELLI RILEY

Kelli Riley, Vice President, Southwest Province attended Drake University on a school scholarship from American Republic Insurance Company. She received a Bachelor in Arts in Communications with a minor in business from Drake. Since 1973 Kelli was working as an intern for American Republic Insurance Company, and six months after graduation advanced to her current position of Assistant Vice President of Advertising and Direct Sales.



MAY WEAVER

Currently serving as Vice President of the Northeast Province, May Weaver received a B.S. Degree in Business Management from the University of the District of Columbia (U.D.C.). She expects to complete requirements for a Masters in Library Science in 1981.

May was a charter member of the Beta Omega Chapter at U.D.C. and, later, a charter member of the Washington, D.C. Alumni Chapter. She also served as Regional Director of Beta Omega and the Washington, D.C. Alumni Chapter. May also received the Phi Gamma Nu Scholastic Achievement Award.

Her present position is Program and Budget Analyst with the Division of Library Programs, U.S. Department of Education.

May and her husband, Wallace, have one child, Marla.



NELLYE HAYES

Nellye Hayes, Vice President of the Northeast Province was born in Detroit, Michigan. She graduated from Michigan University with a B.B.A. Nellye is currently employed at the Michigan Bell Telephone Company in the Medical Records Section. She is also active in the Michigan Bell Women's Club.

Her past time includes traveling, playing the piano and gourmet cooking.



JANE FRANCIS

Jane Francis, vice president of the Mid-Central Province graduated from St. Mary-of-the-Woods College with a B.S. in Business Administration. While in college she served as both vice president and president of Alpha Alpha Chapter.

Jane became Regional Director in 1976 and was elected Vice President in 1977 at the Toronto Convention. She is also active in St. Mary-of-the-Woods Alumni Club.

She is currently a public relations and field director for the Covered Bridge Girl Scout Council in Terre Haute, Indiana. Jane relaxes in her spare time with crafts, rug hooking, crewel work and bicycling.

SPOTLIGHT ON PEOPLE

1980 National Honorary Member



Linda Elise Batway is currently the Executive Director of WomenSpace, a coalition of 65 women's groups in Greater Cleveland, who have joined together to help women gain control of their own lives.

Prior to her current position, Batway served as founding Director of Geauga Info Line, an information, referral and crisis service, as interim Staff Associate for the Geauga United Way Services Council and as Director of Adult Programs for Mitchell House, Hartford Neighborhood Centers, Hartford, Connecticut. Through her personal and work life, Linda has been committed to solving the problems facing women and their families. She has assisted in the development of day care centers, a shelter house for battered women, welfare rights group, a food co-op, a hunger center, and many other special projects. She has also worked for improving the quality of women's health care and for reproductive rights.

She is 33 years old, and has been married for twelve years to Darwyn Batway, Head Librarian at Dyke College. They have a 2 year old son, Nathan.

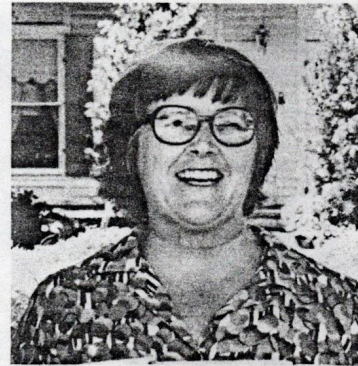
Gail Outsen Bentley

Gail Outsen Bentley, former member of Lambda Chapter at Texas Technological University, owns "The Hayrick" in Lubbock, Texas.

"The Hayrick" sells feather hat bands, hair pins, combs, barrettes, fashion pins and belts. Gail employs several hand-craftsmen whom she trains to make feather hatbands and other accessories using feather designs. She makes the original design and leaves it up to the workers to make their own artistic decisions.

Gail has representatives who work for her throughout the country, marketing her original featherware designs. Featherware is becoming more popular around the country. Gail had foresight four years ago to begin incorporating feathers into the fashion scene.

Gail started out alone in "The Hayrick" and her business background in college embedded a sense of determination in her to persevere in her business endeavor.



Virginia Snyder

In 1976, when Virginia Snyder changed careers at age 56 and became a Private Investigator, she entered a field that is almost exclusively a male domain of former law enforcement officers. She was one of only two women in Florida to own her own agency and hold a Class A license.

Virginia changed careers once before when she felt the frustrations of not being able to get positions for which she was qualified, so she went back to college. Virginia received a degree in Government and Politics from Florida Atlantic University in December 1965 and was a member of Alpha Pi Chapter. Then, at age 45 became a newspaper reporter.

Investigative reporting was especially interesting and challenging and led, eventually, to her present career. But first, it brought recognition in the form of awards — seven the last year as a reporter.

From newspaper reporting she became a paralegal with Florida Rural Legal Services, then after two years, started her own agency.

Criminal defense work constitutes most of the cases, but there is civil investigative work as well. During the nearly four years since opening the agency, Virginia Snyder has worked on more than two dozen murder cases, including six Death Row cases.

Being a woman is a definite asset in her work. For instance, among the props she carries in her car is a dog leash. Carrying the leash in her hand and calling, "Here, Baby. Come to Mama, Baby," she can go just about anywhere without being challenged. Who is going to worry about a little old lady who is looking for her lost poodle?

And who would not believe that she is bird watching when they see binoculars, floppy hat and bird book?

Her husband, Ross, who encouraged her to get her license, now works with her full time, and a nephew, Wayne Campbell, began interning with them this fall.

By maintaining a family operation, there is quality control, and the confidence that all concerned are committed to doing competent, professional work for the clients.



Diane Hixon

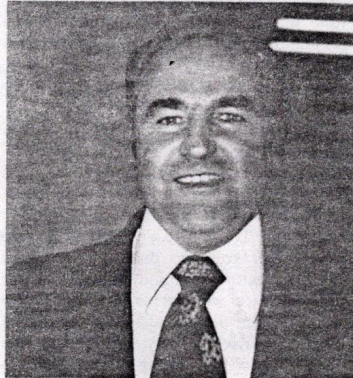
Diane Hixon, who was a member of Nu Chapter at Wayne State University, is currently employed by United Airlines as a Second Officer on 727's. Currently she is one of 30 female Second Officers out of a total of nearly 6,000 pilots.

Her duties as a Second Officer on 727's include the aircraft preflight, cockpit announcements, all company communications, and inflight functions which involve monitoring and controlling the aircraft's electrical, fuel, hydraulic, pressurization and air conditioning systems.

Diane's flight training and flight experience is both extensive and varied. She received her Private, Commercial and Instrument ratings in her first year of flying and, a short time later, Sea Plane, Multiengine, C.F.I. and C.F.I.I. ratings. For diversity in flight, Diane has two hours of Lear Jet time, a flight in a 1933 open cockpit biplane, time in a DC 10 Simulator and 150 hours in a Cessna 310. In addition to these flight experiences, Diane has numerous other flight hours in another challenging field, Air Racing.

Diane became a 99 (an international organization of women pilots started by Amelia Earhart) with the Orange County, California Chapter in May 1974. In 1975 she was awarded the trophy for Outstanding Achievement and in 1977 received the Pilot of the Year Award.

Prior to becoming a Second Officer, Diane spent six weeks at United's Training Center in Denver and was the only female in her class. A highlight of this training program was the "Robot Room", a huge room in which each student studies on his or her own computer. After completing her training, Diane was flying the Flight Engineer's Panel on B 727's out of Chicago, but was later transferred to Los Angeles where she is currently based.



Mike Guzi

"Career Planning" was the theme of the keynote address by Mr. Mike Guzi at the 1980 National Chapter Congress Career Luncheon.

As personnel manager of the Replacement Division of TRW, Inc., in Independence, Ohio, Mr. Guzi was well qualified to speak on this subject.

Mr. Guzi is a frequent lecturer at high schools and colleges. He serves as President of his local school board, and was Director of Recreation for the City of Independence. He is an Advisor to Junior Achievement and to the Explorer Scout Program.

In addition to this involvement in community affairs, Mr. Guzi is involved in charitable organizations including acting as Chairman of the Red Cross Donor Program.

Mr. Guzi, his wife Christine and their four sons enjoy camping and other outdoor activities.



Elizabeth Lucas

A graduate of Drake University and the Upsilon Chapter of Phi Gamma Nu Sorority, Elizabeth Lucas began her career producing and directing fashion shows in Chicago. As the job evolved into working with audio visual houses, Liz developed an interest in industrial theatre and began her current career, freelance producer of multi-media shows.

There are three scales of audio visual shows. In its most elementary form it is used as speech support, projecting visuals of a speaker's highlights behind him as he talks. Another dimension is added by using the speech support interspersed with modules, which are related show theme images programmed to a sound track.

On yet a larger scale, an industrial meeting is turned into a grand theatre-going event, with a cast who sing original music, dance and act in a show tailor-made for the client.

Liz primarily works with slide production. Her job involves storyboarding (designing pictures to accompany an oral presentation), working with artists on their execution, directing location photography, collating all slides, hiring voice talent, choosing mood music, handling client reviews and last minute adjustments on sight. When a show involves a cast, she also coordinates costumes and directs rehearsals.

Liz believes that creative visuals combined with effective speaking is the most stimulating way to teach and learn industrial business. Within the field of communications, Liz feels audio visual is proving to be a rapidly growing and exciting career choice.



(continued from Page 7)

Her revised resume reads in part:

Name:
Address:
Telephone Number:
Experience:

My background includes 15 years of experience in administration, program planning and fund raising in the fields of music, education, politics and community service.

My responsibilities in the area of music range from teaching and developing music curricula to organizing, conducting and managing choral groups.

I am one of the founders of the Pro Arte Double Chorale and, as a member of the Advisory Board of the Chorale, have worked to develop an amateur group of 40 singers into a professional chorus performing in Town Hall and Carnegie Hall to full houses and fine reviews. We started with limited funds and are now managing a budget of \$20,000. I have helped develop a first-rank chamber music series for the Art Center of Northern New Jersey. We began with three concerts and an annual deficit and have produced a sellout series of five concerts. As a member of the concert committee, I have responsibilities in hiring the artists, managing the budget, securing the hall and preparing publicity for the center.

I have also had substantial administrative experience in civic and political organizations.

I have run successful theater parties as chairman of the Scholarship Benefit of the Radcliffe College Club. In addition to selecting the plays, preparing publicity and enlisting patrons, I organized volunteers and supervised ticket sales.

(The last section of the resume may list education, secretarial skills or languages, where pertinent.)

While writing her resume, Mrs. Berck realized that she was interested in arts administration. Coincidentally, she read about a summer course in that field at Harvard University. She enrolled, earned a certificate in arts administration and returned in the fall to be cultural director of the local YM-YWCA. Thus, the formulation of the resume helped Mrs. Berck crystallize her employment goals.

Other Methods

Homemakers who have not had volunteer or paid employment should not despair. Barbara Dank offers the following frank statement for them: "I have been working hard these last 10 years, though not gainfully employed, managing a family of four." Mrs. Dank believes that an "employer will give such a woman a chance if she thinks positively." The homemaker's resume might include descriptions of her financial responsibilities—checkbook balancing, paying bills, arranging for loans

to pay for the kids' college education, portfolio management, compiling the income tax—and organizational abilities, such as setting up carpools, being a block mother, preparing weekly dinner parties in connection with husband's job and so on.

Mrs. Dank also recommends that each volunteer keep a dossier of her activities explicitly stating what her duties were and which she liked.

Even more than maintaining a dossier, Barbara Dank suggests that the homemaker/volunteer do her volunteering with the future in mind. "Don't regard your volunteer work as playing Lady Bountiful. Women don't realize they can speak up and offer service they enjoy." If you're a bookkeeper by training, she advises, offer to do that rather than licking envelopes; and if you like to write, prepare public relations releases for your organization. She sums it up this way: "If a person makes thoughtful choices in her volunteer work, she can grow in the situation."

Planning your own volunteer experience will make writing that job resume much easier.

•Where to seek help in resume writing and job counseling:

1. U.S. Employment Service
2. YM-YWCA
3. College or university career-counseling services.
4. Community or adult education programs.

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How To Get Involved With Campus Activities

So you think you want your chapter to sponsor a workshop or seminar on your campus but you are not sure how to begin? Start by listening. How many times have you heard someone say "I wish I knew more about..." or "Why didn't someone tell us that..." These are the topics that are of interest to the students.

Once you have the topic the work begins. Talk to people! Find out who sponsors speakers on your campus for possible funding. Check with your Placement Service or Public Relations department for possible speakers. Find someone in the Administration who has helped other groups set up seminars and enlist their aid. Don't expect them to do the work, but do take advantage of their experience and guidance.

Securing your speakers may take three to four months, so plan ahead on this one. Now that you have a date, speakers, topics, the room, refreshments, evaluation forms, name tags for the members and fact sheets about Phi Gamma Nu on your campus, the dark thought strikes you, "What if no one comes?"

The way to avoid a realization of this fear is: PUBLICITY. Let the entire world know what you have. This is a task for the entire chapter, not just the members on the workshop or publicity committee. Have fliers and posters all over campus. Speak to the faculty requesting that they announce it in their classes. Contact the presidents of other campus organizations requesting that they announce it at their meetings. Look around and find the strong communication system on your campus and use it. Here at Michigan Tech if you want something done, talk to the Greeks. They are well organized and enthusiastic. Probably the most effective medium is word of mouth, talk to your friends. It is amazing how many people you know.

The benefits gained from a project such as this extends beyond the organizational and management skills obtained. More people become aware of Phi Gamma Nu's presence on your campus. This leads to increased interest and desire to become members. Be prepared to sell the chapter and advise the interested parties of future rushes.

Gamma Theta Chapter is located two-hundred miles north of our nearest metropolitan area (Green Bay, WI). So if we can come up with outstanding speakers and an excellent workshop, I am sure your chapter can too!

Submitted by:

Karren Fettig, Vice President
Gamma Theta Chapter
Michigan Technological University

What's Happening Professionally

MIDWEST

Gamma Upsilon had its first class of 10 pledges at Illinois Benedictine College. The chapter was just established in March, 1980.

Beta Zeta visited the LaCrosse Rubber Mills, and learned the various processes that must be done in order to produce rubber footwear.

They also co-sponsored a Career Day, which gave students the opportunity to speak with employers in an informal environment.

Gamma Zeta heard Ms. Shirley Jan Kaub discuss women's attitudes toward career roles and men attitudes toward career women.

Jolene Hartgrave of Northwestern Bell, advised *Delta* on how to handle obscene phone calls. Most are crank callers who thrive on anxiety, anger and attention. Her slogan is "Hang up. Don't get hung up!"

Lyle Natuig, instructor at Kirkwood Community College, informed *Delta* of the importance of education and setting one's sights high. A person cannot start at the top and work up. Be prepared to compromise and look for growth opportunities.

Beta Zeta in conjunction with Delta Sigma Pi and Career Services sponsored the annual Career Seminar at the University of Wisconsin-LaCrosse. The first night consisted of a resume writing workshop and the second night centered on interviews.

"Marketing Yourself for the Job Market" was the topic of Mr. David Burrows, Marketing Research Dept., Country Companies presented to *Beta Chi*. He emphasized that market is the opposite of selling. Marketing is finding out what someone wants to buy - then produce it and sell it. There are seven essential links in the chain and if one is broken the whole process is more or less a failure.

- (1) Understanding the market you are getting into.
- (2) What is the competition in that market?
- (3) Understand your own product.
- (4) Price
- (5) Distribution of the product (or person)
- (6) Promotion
- (7) Packaging

SOUTH CENTRAL

Beta Lambda Chapter heard Ms. Curtistine McCowan, Consumer Protection Specialist, Federal Trade Commission discuss women and credit. She noted that the Fair Credit Reporting Act prohibits discriminating against women applicants

for credit. Ms. McCowan gave several tips for those who have never had credit and answered questions from the audience.

Kirby Williams, Manager Employee & Community Services, The Western Company, told *Beta Lambda* the best way to enter a business field is with a good resume. To make yours a standout add a paragraph stating what you can do for the company. Decision makers look for extra to show leadership and stability.

Ms. Fern Shubert spoke to *Beta Epsilon* Chapter on "Breaking into the Accounting Industry". She is a tax specialist with the Arthur Anderson CPA firm. Ms. Shubert highlighted her talk discussing various opportunities available to women today in the field of accounting.

Jacquelyn Edmonson of *Lambda* Chapter was selected as 1981 Miss Texas Tech. She is a junior majoring in business management and minoring in fashion design. *Lambda* Chapter also sponsored a Thanksgiving service project in which they made 200 Thanksgiving tray favors for Lubbock General Hospital.

Terry Friendler, CPA, cautioned *Lambda* on the importance of attitude during an interview. Be prepared to answer when asked how you would handle a particular situation.

NORTH CENTRAL

Members of *Alpha Nu* Chapter at Ferris State College collected donations for the American Cancer Society at the Big Rapids, Michigan Shopping Center.

Mr. Keith Montgomery advised *Alpha Nu* on the importance of Parliamentary Procedures. Without such knowledge leadership qualities are blurred.

"What To Do?" was the approach Dr. Harold Wisner had for *Alpha Nu*. It was directed at seniors as well as actives and guests. (1) be 'CAN' oriented. Have a positive attitude about yourself. (2) Keep up with current happenings in your field. (3) Have a steady rock to lean on for support.

Gamma Theta Chapter sponsored an Interviewing Workshop with an attendance of 400. The seminar was geared toward students of all grade levels and job interests. Enthusiastic response to the workshop was received.

First Lt. Donna Knouph of the United States Air Force gave *Gamma Theta* a frank look at the trials of being female in a traditional male world. Equal rights demand equal responsibility. A military officer must consider oneself neither male nor female — only an officer.

Nu Chapter sponsored an Easter project for Children's Hospital and completed their work on it at a craft party.

Nu attended a Self-Improvement Seminar-Project Choice. Dr. LaDricie, Psychologist with Career Marketing, Inc. spoke on the aspects of influential psychological factors contributing to career choices. Mr. Boyd Baughman, President of Career Marketing, followed with tips on changing careers and writing resumes. He mentioned that if you use off-white paper and sign the resume with a blue felt tip pen, it seems to be received better by those reviewing the resumes.

CENTRAL

T. J. Ott, an international businessman, pointed out the advantages of starting as a trainee to *Beta Kappa*. You are forced to do your best work and you have the opportunity to observe every department. He advised going "where the job is" as you only get invited once and be willing to move if your goal is to go higher in the organization.

NORTHEAST

Dr. Aldona Greena, a psychologist and a feminist, pointed out to *Gamma Xi* that women have been victims of socialization. We must be confident of ourselves. Boys are taught right from the start to work together as a team. Girls are taught to isolate themselves and to compete among each other. Women must learn to work together.

SOUTHEAST

Gamma Lambda toured the Federal Reserve Bank Branch in New Orleans and each girl was able to hold \$180,000 in the palm of her hand! But not to take home.

Gamma Omicron and the Economics Club at Spelman College conducted a business seminar "Opportunities For You In Internships." Internships provide invaluable experience, rewarding enrichment to personal development and very often a rung on a ladder to a successful career.

MID-CENTRAL

Alpha Rho is a member of The Associated Business Clubs of Tennessee Tech, which held an Orientation Fair. Participating organizations had tables with brochures, pictures and other information that told about their activities and membership. The Fair helped members get to know the business faculty and students in other clubs and meet new people.

(continued from Page 13)

Alpha Alpha took tours of Tri-Industry, a small family owned aeronautic production plant, and IBM.

Sister Joanne Golding, S.P. and Maura Thomas of Anacomp, Inc., Chicago, Illinois recommended to *Alpha Alpha* that resumes be kept short. First impression is important in an interview. Dress conservatively, have confidence in yourself by having a firm handshake, being poised, showing a little aggressiveness and a lot of determination in wanting the position.

Phyllis Herschmann, Instructor in Speech Communication, gave *Gamma Gamma* an insight into the most frequent questions asked during an interview including: describe yourself; what hobbies do you have; which of your previous jobs did you like best; what are your future plans; can you travel and work overtime?

Alpha Kappa had a professional meeting with a speaker from Northwest Mutual Life Insurance, discussing a salesmanship co-op program that his company has with Southeast Missouri State College.

SOUTHWEST

Phi Chapter heard Mr. Al Cervantes of New York Life Insurance speak on career possibilities for women in the field of insurance. Mr. Cervantes briefly explained the various types of insurance available and advantages and disadvantages of each.

Mr. Charles Hester, Vice President of Associated Student Government spoke to *Chi* on "Pride and Motivation." He stated 90% of the students on campus walk with a blindfold and do not know what is happening. A person must be motivated to get involved. If a person has pride, he has motivation, for they go hand in hand.

Free Enterprise was the topic of Mr. John Dendahl, President of Eberline Instrument Corporation. He emphasized to *Beta Alpha* "Freedom requires responsibility." He believes that freedom is not free, and we must assume the responsibility for continually putting something back into the system; the reinvesting of effort. Not enough people take responsibility for their actions. We are substituting rules and regulations for the unwritten principles of behavior on which a society can function with maximum freedom for the individual.

**Take out your Life
Membership Now!**

Corporate Recruiters Talk About Interviews

On campuses across the country, seniors are lining up to interview with corporate representatives. We asked some veteran recruiters for inside tips on how to stand out from the crowd.

Reprinted with publisher's permission from Graduate 1980, 13-30 Corporation, Knoxville, TN 37902

The students who camped out on the stairs all night in Durham, North Carolina, weren't waiting for the best tickets to a Bruce Springsteen concert. They were waiting for Duke University's placement office to open its doors so they could get their names on corporate recruiting schedules.

Duke isn't the only campus that has been hit by a wave of recruitment fever; students all over the country are rushing to sign up for job interviews with major corporations. One reason is that companies are doing a lot of entry-level hiring these days. According to the College Placement Council, companies recruited 15 percent more graduates during the past school year than they did in 1977-78; the two previous years saw hiring increases of 11 and 18 percent. Moreover, company recruiters usually find a large pool of student applicants on campus.

The long lines at placement centers suggest that a substantial number of students have buried the hatchet once held against corporate America. "The 'business is bad' ethic died when the Vietnam War ended," says Kent Tool, International Harvester's manager of college and professional employment. "It may be changing times and attitudes or the function of the job market, but we don't have to justify our existence when we go on campus anymore."

Students are concerned about business and consumer issues, recruiters observe, but they're not on the attack. Peggy Masterson, supervisor of college relations for Smith-Corona-Marchant, says students used to conclude, "I'd never work for that company," but now ask recruiters, "What caused this problem? I'd like to hear your side of the story."

Of course, most recruiters are looking for students with technical or business backgrounds, most of whom have long anticipated being part of the corporate scene. Engineering graduates are especially sought after by recruiters. Last year's 12,000 to 14,000 engineering graduates faced a bountiful 70,000 job openings, according to Madalyn Freund, college relations coordinator for National Cash Register Corporation.

However, liberal-arts students shouldn't dismiss the idea of interviewing with recruiters. At one Ivy League school, banks, information-systems companies, and sales and technical firms recruited English, his-

tory, and economics majors for entry-level jobs. Campuses also report that liberal-arts majors *are* being hired, although slots are limited and competition is stiff.

In addition, many recruiters are especially concerned with finding qualified women and minorities to fill business and technical positions which traditionally haven't been occupied by these groups. Companies are encouraging women and minorities to interview with campus recruiters and are sending their representatives to more women's and black colleges.

For most students, however, the competition for corporate jobs is fierce—and no applicant can afford to waste his time during half-hour interviews with recruiters. Placement counselors, recruiters, and students who've been through it all agree—the decisive factor in a successful interview is preparation. You have to know both the company's and your own needs.

A company's annual report will cover earnings, size, major divisions, and other information. Brochures usually found in college placement offices list positions available at the company and where they are located. Read both. "If somebody asked me for a job for a chemistry Ph.D. in California," comments SCM Corp.'s Masterson, "I'd know he hasn't done his homework, because people with those qualifications go to our research and development lab in Cleveland."

After you arm yourself with information, use it judiciously. Masterson was not impressed when one student immediately began to grill her on the rationale behind a business move that one of SCM's divisions made five years ago. An applicant *should* ask questions—but trying to pin the interviewer into a corner simply isn't wise.

Moreover, be sure to put the right questions to the right people. Find out what sector of the company a recruiter is most familiar with and gear your questions to that expertise. Don't ask a personnel manager about the company's financial strategy. Do ask a technician about changes in technology. (One way to find out: Ask the recruiter to tell you who can best answer your question).

Also, keep in mind that you are trying to gather research for your own decision-making. If you learn enough about an organization, you can better gauge whether you'll fit in. This usually means going beyond the materials the company provides to do some digging on your own.

William Chan (Boston University, '79) is a biomedical engineer who interviewed with several recruiters but accepted a job he found through different channels. He suggests, "Talk to outsiders and competitors in the industry, too. Have an idea of where your information is coming from."

Saving your interviewing energies for jobs that seem right for you is very important; "personality fit" rather than technical skills, grades, or extracurriculars, determines whether equally qualified people will be accepted or rejected. "If a person is rejected again and again," says Kent Tool, "he's got to sit down and ask himself if his personality is matched to the positions and the companies."

Recruiters often have very definite ideas about the personality types their companies need. At SCM, for example, Peggy Masterson wants people "who can roll up their sleeves and relate to individuals working in a manufacturing environment." Ruth Cohen, corporate recruitment and selection manager for Zayre's, says she hunts for outgoing people.

One simple test for personality fit is suggested by Ginger McCourt, associate director of placement at the University of Massachusetts at Boston. Make a two-column list matching the positions you're interviewing for with the personal qualities and skills that make you suited (or not suited) to each job. In addition to weeding out the jobs that don't fit, this will also help you prepare for the recruiters who will want to know why *you* think you're qualified to be hired.

Still, no matter how thorough your preparation is, you won't impress a recruiter if you can't present yourself in an articulate way. Peggy Masterson offers three guidelines for good communication: First, be a good listener; if you don't understand a question, say so. Second, answer concisely; wordiness is boring. And third, ask thoughtful questions of your own.

First impressions are also essential, and no matter what your GPA or other qualifications, it helps to have a firm handshake, good eye contact, and a congenial manner.

On the other hand, some recruiters like a bit of fight. Kent Tool calls it "sparring ability." "If I ask a ticklish question and a person answers and throws something right back at me, I'm impressed," he explains. "It's like a game. If he plays ball, it leaves a good impression."

Of course, your college achievements shouldn't be downplayed. They're on your resume, which the recruiter sees first. Surprisingly, many recruiters claim grades aren't very important to them. Ruth Cohen says, "It's nice and it looks impressive on a resume to see that a person graduated *magna cum laude*, but I don't remember

the last time we sent for a transcript." Bob Race, who recruits out of NCR's engineering and manufacturing facility, insists, "Grades are not indicative of what a guy can do. We've hired people with 2.1 averages, and they've worked out great."

However, some students who have been through the recruiting process say that grades are the first things a recruiter looks at. David Robertson (University of Pennsylvania, '78), an associate programmer for IBM in San Jose, says that some of his classmates were severely hampered by low grades. "It helps to have a decent GPA," he says, "although recruiters aren't usually too obvious about wanting good grades."

Even if your grades are impressive, though, it pays to present your work experience in the best possible light. Jobs don't have to be related to your field to find a spot on your resume. "I find that biology majors, for instance, don't always put down that they've been Sunday School teachers," Masterson explains. "But that could tell me a lot about what they learned about organization, preparation, and relating to people on a peer level. If students understand these kind of connections, they can better market themselves." You also don't have to cover up your tracks if the only thing you learned from a summer job selling encyclopedias was that you hated sales. Recruiters recognize the value of negative learning experiences as well as positive ones.

The key is being able to explain your actions logically—why you chose your college or why you transferred or changed majors. "Make it all sound coherent, even if it really isn't," advises Ginger McCourt.

Of course, your appearance is often as important as your communications skills. Recruiters don't want to see jeans, but they also don't expect you to look like you just stepped off the cover of *GQ* or *Vogue*. Quiet good taste prevails. "The first thing I did in my senior year was buy a gray three-piece suit," says David Robertson.

Peggy Masterson recommends dark colors—navy blue, brown, gray, and black rather than red or orange, and rejects pantsuits for women, "no matter how expensive or what the material."

Business dressing still causes problems for some women. "It's one thing to look feminine, but it's also important to look businesslike," Ruth Cohen says. "You can't wear a skirt that's slit too high or a blouse that's cut too low."

Rest assured that recruiters don't expect designer clothes from entry-level applicants. "You can take the *Dress for Success* formulas too seriously," Masterson stresses. "If John Molloy wants to come over and count the number of buttons on my blazer, that's fine, but I think people shouldn't get so paranoid about dressing."

What questions do recruiters ask? There are some favorites heard year after year—and some that stump students. Randolph Smith likes to know what brought the student to John Hancock, and what he's heard about the company from others. Bob Race wants to find out why someone became an engineer. Ruth Cohen usually asks, "Where would you like to be professionally in five years?"

To people on the other side of the fence, the toughest questions are open-ended. An example is "describe yourself in five minutes," which David Robertson says he found "next to impossible."

Michael O'Hare (University of Florida, '79), now a marketing representative for NCR in Jacksonville, advises answering sticky questions as honestly as possible. When a recruiter asked him to discuss the hardest thing he has had to face in his life and how he overcame it, he replied, "I really haven't had that many hard knocks in my life."

Most of the help a student needs in order to schedule an interview, prepare a resume, research a company, or practice interviewing can be found at college placement offices. Some colleges are now videotaping mock interviews. Harris Watts at Boston University even insists that the student come dressed as he would for an interview. "If he feels uncomfortable in a white shirt and tie, you'll see that the fellow keeps running his hand around his collar," he explains. "And that's the kind of things an interviewer sees, too."

In moments of stress, it's good to remember that recruiting isn't a one-way street tailored to large corporations that want to grab the cream of the college crop. "You can get as much out of the interview as the recruiter does," says Michael O'Hare. "You can learn about the company and about whether or not you want to work there."

The main idea is *not* to start thinking, "I'll do anything, and I hope somebody, anybody, will hire me." Instead, tally your positive attributes, decide what type of work you really want to do, and go after the recruiters who can give you what you want.

Denise Topolnicki, a senior communications major at Boston University, has a special interest in business reporting.

News From the Chapters



WELCOME TO NEW CHAPTERS

GAMMA UPSILON

A new chapter of Phi Gamma Nu, Gamma Upsilon, was recently installed at Illinois Benedictine College.

Illinois Benedictine is an independent four-year college for men and women, 45 minutes from Chicago. It is a college of liberal arts and sciences offering 23 undergraduate majors. Preprofessional programs are offered in dentistry, engineering, law, medicine, pharmacy, podiatry and veterinary medicine.

Students may take advantage of cooperative education and internship programs that combine work and study.

IBC is and plans to remain a small college. It was started in Chicago by the Benedictine monks in 1887, and was re-located to its current 100-acre campus in Lisle in 1901. The operating slogan of the college is "People make the difference."



GAMMA THETA CHAPTER

Gamma Theta Chapter sponsored a campus wide interviewing workshop for the students of Michigan Technological University. An estimated 400 people attended, representing all curriculums.

The workshop consisted of presentations by three speakers. Mr. Jack Fegg, Armco, Inc., gave a presentation entitled "Your Resume: Key to Employment", in which he discussed cover letters and what employers look for in a resume. Mr. Steve Vanak of the University spoke on "How to Utilize the College Placement Service".

An unusual seminar was presented twice at the workshop by Mr. R. Gregory Meese of Scott Paper Co. He conducted two unrehearsed interviews with two Gamma Theta members. Mr. Meese conducted a normal employment interview with them and would stop periodically to explain his line of questioning to the audience, with unexpected candor.

Response to the workshop was positive and enthusiastic and Gamma Theta is hoping to hold more workshops in the future.



GAMMA TAU

Gamma Tau is one of the newly installed chapters of Phi Gamma Nu which is located at Mt. St. Mary's College in Los Angeles, California.

Mt. St. Mary's College is a four-year college for women. The main campus of the college is located among the foothills of the Santa Monica mountains, 1100 feet above sea level, overlooking Los Angeles and the Pacific Ocean. Another campus is located in downtown Los Angeles. There are approximately 1000 students on the two campuses.

Both Bachelor of Arts and Bachelor of Science degrees are conferred by the college. A graduate program in education is also offered.



PHI GAMMA NU

Alumni News – January 1981

We are pleased to announce the appointment of Lorraine Dufek Scott as Executive Director of Phi Gamma Nu Sorority. Lorraine replaces Virginia Schulte who has retired.

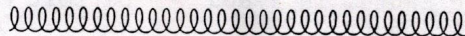
Lorraine most recently served our Sorority as Vice President-Central Province. In addition to the routine responsibilities of that office, Lorraine also produced our first professional alumni directory and served as chairman for our recent convention. Prior to becoming Vice President, Lorraine served as Regional Director for the Cleveland area chapters. During that time, Lorraine successfully reactivated the Alpha Beta and Cleveland Alumni Chapters and revitalized a marginal Rho Chapter. She is a member of Alpha Beta Chapter.



We are confident that Lorraine will continue to make significant contributions to the success of Phi Gamma Nu Sorority in her new position as Executive Director.

Lorraine, her husband John and their son Bruce reside in Seven Hills, Ohio, a suburb of Cleveland. National Headquarters has now been relocated to this city.

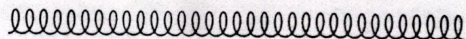
We are sure that you all join us in extending sincerest congratulations to Lorraine on her appointment. And we know that you will fully support Lorraine in the days ahead as she meets the challenges of her new responsibilities.



NATIONAL HEADQUARTERS HAS MOVED

Lorraine Scott
Executive Director
(216) - 524-9591

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Philadelphia Alumni
Executive Director - Lorraine A. Scott
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Carolyn Combs, Alumni at Large
Vice President - North Central Province
Nellye Hayes, Detroit Alumni
Vice President - Central Province
Gayle Reeves, Cleveland Alumni
Vice President - Mid-Central Province
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Vice President - Midwest Province
Amber Howard, Chicago Alumni
Vice President - South Central Province
Carol Tarwater, Alumni at Large
Vice President - Northeast Province
May Weaver, Washington, D.C. Alumni
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Kelli Riley, Alumni at Large
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Hazel P. Dillingham, Denver Alumni
Honorary Member -
Sylvia Arnold, Chicago Alumni

National Directors

Director of Rituals, Sylvia Arnold
National Parliamentarian - Edith Rohan

Founders

Sylvia Pekar Arnold
Elizabeth Conroy Fleming
Marge McNerney Hawes
Mary Chard Nalbach
Helen Vogel Purcell
Celeste Weyle (deceased)

Alumni Chapters

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Detroit Alumni Chapter Dorothy Bennick, President 700 Whitmore, Apt. D-1 Detroit, Michigan 48203 (313) 342-2598 home (313) 871-2300 work	Cleveland Alumni Chapter Joan Reblin, President 16223 Bardbury Avenue Middleburg Heights, Ohio 44130 (216) 234-1881

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Northeast Province

Terri Batdorf: Beta Psi
Lucille DeSanto: Gamma Nu
Cynthia Dovan: Alpha Lambda, At Large
Carol Fields: Gamma Mu
Anita Holland: Beta Omega, Washington D.C. Alumni
Donna Kimble: Beta Beta
Faith Maslanka: Beta Rho, Gamma Kappa
Karen Tripi: Omega

Southeast Province

Rebecca Flot: Alpha Chi, Beta Delta,
Gamma Lambda, New Orleans Alumni
Emma Jane Hankins, Gamma Iota

North Central Province

Elizabeth Gregg: Omicron

Central Province

Laurie Duffie: Rho, Alpha Psi
Laura Gerda: Alpha Beta

Mid-Central Province

Cindy Hux: Alpha Alpha
Cindy Sander: Alpha Kappa,
Cape Girardeau Alumni

Midwest Province

Sheree Clark: Upsilon
Joan Drews: Gamma Beta,
Beta Zeta, Delta
Charmaine Ganley: Gamma Zeta,
Gamma Upsilon
Nancy Oetter: Beta Omicron, At Large
Jennifer Predl: Beta Omicron, At Large
Patricia Wrobel: Alpha Upsilon, Beta Pi, Beta Chi

Southwest Province

Cecilia Grijalva: Phi, Beta Alpha
Jo Ann Prim: At Large
Biddy Poole: Chi

South Central Province

Susan Cowart: Gamma Chi
Beverly Erickson: Beta Lambda
Linda Hawkins: At Large
Cynthia Hutchinson: At Large
Becky Robertson: Lambda, Tau
Pam Steele: Alpha Omega
Patsy Welsh: At Large
Fran Zomper: Beta Epsilon



PHI GAMMA NU

National Professional Fraternity in Business

Chapter	Location
47. Beta Alpha	New Mexico State University, Las Cruces, New Mexico
48. Beta Beta	Shepherd College, Shepherdscon, West Virginia
49. Beta Gamma	University of Tampa, Tampa, Florida
50. Beta Delta	Dillard University, New Orleans, Louisiana
51. Beta Epsilon	University of Houston, Houston, Texas
52. Beta Zeta	University of Wisconsin-LaCrosse, LaCrosse, Wisconsin
53. Beta Eta	University of Michigan, Dearborn Campus, Dearborn, MI
54. Beta Theta	State University of New York at Albany, Albany, New York
55. Beta Iota	Troy State University, Troy, Alabama
56. Beta Kappa	Ball State University, Muncie, Indiana
57. Beta Lambda	University of Texas at Arlington, Arlington, Texas
58. Beta Mu	Weber State College, Ogden, Utah
59. Beta Xi	American International College, Springfield, Massachusetts
60. Beta Omicron	Lewis University, Lockport, Illinois
61. Beta Pi	University of Illinois - Urbana/Champaign, Urbana, IL
62. Beta Rho	LaSalle College, Philadelphia, Pennsylvania
63. Beta Sigma	University of Oklahoma, Norman, Oklahoma
64. Beta Tau	Delaware State College, Dover, Delaware
65. Beta Upsilon	California State University-Sacramento, Sacramento, CA
66. Beta Phi	Michigan State University, Michigan State University, New York
67. Beta Chi	Illinois Wesleyan University, Bloomington, Illinois
68. Beta Psi	St. Francis College, Brooklyn, New York
69. Beta Omega	University of the District of Columbia, Washington, D.C.
70. Gamma Beta	St. Mary's College, Winona, Minnesota
71. Gamma Gamma	Eastern Illinois University, Charleston, Illinois
72. Gamma Delta	Clemson University, Clemson, South Carolina
73. Gamma Epsilon	Tennessee State University, Nashville, Tennessee
74. Gamma Zeta	University of Wisconsin/Whitewater, Whitewater, Wisconsin
75. Gamma Eta	Alabama State University, Montgomery, Alabama
76. Gamma Theta	Michigan Technological University, Houghton, Michigan
77. Gamma Iota	Jackson State University, Jackson, Mississippi
78. Gamma Kappa	Villanova University, Villanova, Pennsylvania
79. Gamma Lambda	St. Mary's Dominican College, New Orleans, Louisiana
80. Gamma Mu	George Mason University, Fairfax, Virginia
81. Gamma Nu	University of Scranton, Scranton, Pennsylvania
82. Gamma Xi	Indiana University of Pennsylvania, Indiana, Pennsylvania
83. Gamma Omicron	Spelman College, Atlanta, Georgia
84. Gamma Pi	Arizona State University, Tempe, Arizona
85. Gamma Rho	Stephens College, Columbia, Missouri
86. Gamma Sigma	Newberry College, Newberry, South Carolina
87. Gamma Tau	Mount St. Mary's College, Los Angeles, California
88. Gamma Upsilon	Illinois Benedictine College, Lisle, Illinois
89. Gamma Chi	Angelo State University, San Angelo, Texas
90. Gamma Phi	Trinity College, Burlington, Vermont
91. Gamma Omega	Chatham College, Pittsburgh, Pennsylvania
92. Delta Epsilon	Wesleyan College, Macon, Georgia
93. Delta Zeta	Wilkes College, Wilkes-Barre, Pennsylvania

September 16, 1983

Ernie White, National President
The Delta Theta Phi Law Fraternity
707 Prince St.
Alexandria, VA 22314

Dear Ernie:

I heard that you are coming in for the Clambake on the 24th. If you are staying in town until Monday, the 26th, please let me know and perhaps we could have lunch together. But if that is impossible, I want you to promise me the next time you come to Cleveland, you will please let me know so that we could make a definite lunch date!

Gayle is looking forward to the Clambake and wants you to know she has put in her membership to your fraternity.

Ernie, Phi Gamma Nu is in the process of establishing its first Educational Foundation in its history. I would appreciate it very much if you would kindly send me a copy of your Foundation's Constitution & Bylaws.

I hope to hear from you real soon.

Interfraternally,

Lorraine A. Scott
Executive Director

LAS/ce