

**Workforce NJ**, a part of the Employment Outreach Program, is dedicated to helping everyone in the community to obtain the required resources in current times. As we evaluate the ongoing economic and financial challenges being faced by so many people throughout the area, our mission is to create and deliver a variety of employment-related programs and resources that are:

- Focused
- Meaningful
- Timely
- Educational
- Informative
- Balanced

We encourage you to review each of the pages on our newsletter and website – as each one describes an important aspect or service of our program.

Workforce NJ covers:

- A listing of current job openings
- Helpful articles about landing the job you want
- Centralized listing of programs and resources (local, regional and national) that will help you with most any aspect of your career or job search

This is Workforce NJ: a resource created for you.

For more information and a link to our complete job listings visit: <http://EmploymentOutreach.org>



## This Issue

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## How to Prepare for the Interview

### Why Prepare?

Preparing for the interview is the most important task you can do to position yourself where you can land the role for which you are applying. In current times, hiring managers are sophisticated and savvy. They want to hire candidates that demonstrate these same traits. You will demonstrate this by being thoroughly prepared for the interview. Preparing for the interview is no longer a function that will set you apart—it is expected! But how you do it will set you apart from the legions of candidates out there.

If you are new to interviewing, you want to allot a solid 5-10 hours minimum preparing for the interview practicing interviewing tactics, familiarizing yourself with probable questions/answers, and knowing all you can about yourself and your experience. On top of that, you want to spend 3-5 hours researching the company, position and the hiring managers. Additionally, you may want to consider seeking professional one-on-one guidance to help bring you up to speed on current interviewing protocol and tactics.

If you are an expert interviewee, it is still imperative that you spend the suggested 3-5 hours preparing for an interview, where you research the company, interviewers, and the role. Don't wing it. A professional interviewer will be able to determine if you have done your homework or not. Don't chance getting caught not having done your research and eliminating any chances you have in being considered for the job.

### What to Research?

#### The Company:

- Company Website – About Us, Management, and Career Page
- Google – where does the company show up? What is currently being said about them?
- Twitter/Facebook/LinkedIn – for current corporate culture information.
- Hoovers/WSJ.com/Fortune.com/Edgar Online/Dun & Bradstreet – for current news, corporate information and financials
- Industry Specific Resources & Trade Publications

#### The Background of the Interviewer(s)

- LinkedIn/Facebook/Twitter
- Professional: background, achievements, education and experiences
- Personal: Hobbies, Family, Interests, etc...
- What do you have in common? School? Interests? Keep it professional

#### The role for which you are interviewing

- Ask for a copy of the job description (this could be different than the ad posted)
- Google the job title for duties and responsibilities
- Vault.com – has interviewing tips on specific job titles/industries
- Industry specific websites offer job responsibility information—make sure you understand what is being required for the job in terms of duties, achievements, and responsibilities.
- Look in LinkedIn for other people with similar titles and network



**There's an Entrepreneur in all of us. Are you ready to show it?**

**Contributing to Economic Growth - One Business at a Time**

As one of eleven centers in New Jersey, the Centenary College SBDC serves small businesses; whether start-up or established. Depending on the industry, small businesses can include companies with a few hundred employees and millions in revenues. No business is too small and very few are too large. Consider the Centenary College SBDC as your go-to resource for advancing your business to the next level. Use one or more of these resources:

- Private consulting session with an experienced business counselor.
- Standard workshop presented by an SBDC instructor with many years of field expertise.
- Customized workshops conducted on your premises to assist your workforce help move your company to the next level.
- Well-established repertoire of on-line and in-house business books, periodicals and databases to address your informational needs.

**Is that all there is? Well, no! Check us out at [www.centenarycollege.edu/sbdc](http://www.centenarycollege.edu/sbdc).**

207 Main Street, REAR Entrance,  
Hackettstown, NJ  
908-852-1400 ext. 2136

**What to know about YOU?**

**Your Resume**

Ensure that you understand and know about each bullet and term listed on your resume instinctively. Do not memorize it—synthesize it into your knowledge base.

Be able to communicate how your experience, skills academic training and talents listed on your resume mimic what the employer is requiring of the candidate hired for the job. **HELP THE HIRING MANAGER MAKE THE CONNECTION IN A SUBTLE MANNER.**

**Your Goals**

Write down your career goals – what you want and don't want in a career. Be sure they are well defined and practice communicating them with confidence.

Be sure your goals and the related timeframes associated with completing them are realistic. Check with a trusted colleague, mentor or friend to ensure your achievement timeframe is realistic. Coming across as realistic is a sign of experience and maturity, two traits you want to convey on an interview.

Be prepared to discuss your motivation behind these goals. Employers want to see that when things get tough and/or do not go your way, that because of deep rooted reasons you will be resilient and stay committed to the job/project/company.

**Your Characteristics and Traits**

**TELL A STORY:** Have examples ready from your professional life that can demonstrate realistically your desired work ethic, integrity and ambition and other traits desired by the target company. Telling a story works so much more effectively than simply saying "I have integrity."

**Your Challenges**

Be prepared to handle challenging and even downright negative questions about you, your experience and your manager/co-workers. Here is a secret: We all have them...so thought that can speak most comfortably and diplomatically about them and can demonstrate how they learned from these mistakes/situations win the game...are you going to win?

Where have you made mistakes and learned from them? What decision have you made recently that did not work out as you planned?

Tell me about working on a project with a difficult co-worker...what was the outcome?

Being prepared for these types of questions and being comfortable talking about your weaknesses and your challenges is essential in today's interview.

Preparing for an interview is the best way to showcase your experience to the hiring manager and communicating to them simplistically how you are right for the job. Armed the research on the job, company and culture, you will be able to show how you will fit into the culture and company and make a difference in the job. Without this information, by not preparing thoroughly, you will be unable to connect those dots for the hiring manager. This is an investment in yourself. You are worth it.

**About the Author**

**Lisa Rangel, PHR** (Professional in Human Resources), is the Managing Director of Chameleon Resumes and a graduate of Cornell University. She knows first-hand what resumes hiring managers respond to and from what interviews companies make hires resulting from her 13+ years experience recruiting for international recruitment organizations and boutique search firms.

First, if you can comfortably talk about them constructively and expressed how you learned from them, you will be demonstrating traits/skills that employers want! – Humility, Teamwork, Collaboration, Problem-Solving Skills, for example. Secondly, you will show that you can also be easier to manage, as you are open to constructive feedback and do not emotionally fall apart when giving this type of feedback since you can comfortably share it with a new acquaintance. This shows maturity, confidence and humility.

Lisa can show candidates which resume formats and interview tactics she and her corporate clients have responded to when recruiting top-notch candidates. She has written resumes, prepared candidates for interviews and performed job search coaching for professionals ranging from executive to entry-level to returning to work in marketing, sales, legal, accounting, finance, administrative, hospitality, healthcare, education, public service, human resources, technology, management, scientific and public relations disciplines spanning across a multitude of industries and corporate cultures.

Lisa is a member of Society of Human Resources Management, Human Resources Association of New York, and Professional Association of Resumes Writers and Career Coaches. She has been featured on Fox Business News, Good Morning America for Keith Ferrazzi's "Who's Got Your Back?" book launch, HeelsConnect.com and Momentum Resources.

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Look for our  
next edition in  
December!



### Fast-paced technology industry continues to outgrow sluggish economy

Ever since the personal computer was introduced into homes in the 1980s, it seems that the technology industry has been a sure bet for employment. In today's sluggish economy, that notion is definitely still true. Anthem Institute – Parsippany has been providing area residents a direct path to technology careers since it first opened its doors to the community nearly 40 years ago.

The rise in computer use has created a high demand for specialists who provide advice and day-to-day administration, maintenance and support of computer systems and networks. Research from the Bureau of Labor Statistics indicates that employment of computer support specialists and systems administrators is expected to increase by 18 percent between 2006 and 2016. Anthem Institute's Computer Networking & Security program features training in network security, computer forensic techniques, installation, troubleshooting, and repair and internet hardware. Graduates are prepared for positions as entry-level network administrators, assistant LAN managers, computer repair specialists, technical support, computer and network security specialists, and more.

Graphic Design & Animation is an exciting and creative job field that has exploded with growth. According to the Bureau of Labor Statistics, demand for graphic designers continues to increase with advertisers, publishers and computer design firms, as well as for design projects for interactive media, such as web sites and video games. Anthem Institute's career-focused Graphic Design & Animation program provides students with the knowledge to create Photoshop images and graphics, Internet presentations, digital video and audio files, animations and 3-D images, and interactive web sites. Upon completion, graduates will be qualified for careers as desktop publishers, web developers, multimedia graphic designers/artists and website coordinators.

Anthem Institute's CAD/Drafting Technology program provides students with the knowledge to become drafters, detailers or CAD operators in a wide range of fields. Many positions can be found in electronics manufacturing, architectural design, construction, government, aerospace engineering and transportation. This hands-on program focuses on computer-aided drafting, creating 2-D and 3-D drawings, residential drafting/detailing, roadway drafting, commercial drafting, and more. For more information about Anthem Institute's Parsippany campus, call 973.630.4900 or visit [www.anthem institute.com](http://www.anthem institute.com).





## While the economy catches cold, healthcare careers remain hot.

Regardless of the current economic situation, jobs in the healthcare industry continue to stay healthy. According to the Bureau of Labor Statistics, many jobs in the medical field are growing faster than the national average with growth opportunities being described as excellent.

Anthem Institute – Parsippany offers several programs in the healthcare field that are among these growing jobs, including Massage Therapy, Medical Assistant, and Medical Billing & Coding.

As interest in alternative medicines such as massage therapy increase, new job openings have been generated for those skilled in massage techniques. Anthem Institute's Massage Therapy program provides students with an understanding of the entire human body to better grasp massage therapy and its impact on health and wellness.

The subjects addressed in the program cover a wide range of material, including anatomy, physiology and pathology, Swedish massage techniques, sports massage, reflexology, aromatherapy and spa treatments, and body mechanics for injury prevention. Graduates learn how to work in a variety of settings, including sports medicine clinics, orthopedic offices, naturopathic clinics, cruise ships, physical therapy offices and more.

Medical assistants perform both administrative and clinical tasks to keep the offices of physicians, chiropractors and other health practitioners running smoothly. Anthem Institute's Medical Assistant program focuses on the fundamentals of medical diagnostic techniques, anatomy and physiology of the body, CPR, standard clinical and laboratory procedures, injections, electrocardiography (EKG), and more.

Once the program is completed, graduates can work as clinical medical assistants, administrative medical assistants, medical receptionists, medical insurance billers, medical bookkeepers and laboratory assistants. While some believe the healthcare field is open solely to positions dealing with patients, there are additional positions available in the medical office environment.

Anthem Institute's Medical Billing & Coding program educates students about maintaining medical records, insurance claim reimbursement methodologies, medical terminology and pharmacology, and medical office administrative duties.

Training prepares students for careers as medical insurance billers, medical record coders and health information technicians in places such as hospitals, nursing homes, medical group practices, home health agencies and clinics.

For more information about Anthem Institute's Parsippany campus, call 973.630.4900 or visit [www.anthem institute.com](http://www.anthem institute.com).

## Anthem Institute

About Anthem Institute  
959 Route 46 East  
Parsippany, NJ 07054  
973.630.4900  
[www.anthem institute.com](http://www.anthem institute.com)

Since 1970, Anthem Institute has delivered comprehensive career training programs to thousands of students in the Technology, Graphic Design and Allied Health fields. Our graduates have gone on to diverse careers, and have contributed to the success of many companies in New Jersey, New York, Pennsylvania and throughout the United States. Anthem Institute's partnership with the local business community allows us to develop relevant programs of study as well as provide qualified candidates for area employers.



## HOT JOB OPENINGS

For more open positions check out [employmentoutreach.org!](http://employmentoutreach.org!)



Are you an employer looking for the right person for your open position?

If you are then contact us at [employment@parsippanychamber.org](mailto:employment@parsippanychamber.org) or 973-402-6400. We look forward to helping you and the right candidate connect!

### Job Opening 1:

#### Financial Services Representative

##### About:

Starting a career in financial services doesn't necessarily require a financial background. Two characteristics we especially look for are a genuine sense of caring and the desire to learn.

##### Requirements:

Professional or technical knowledge  
Must be authorized to work in the United States

Metropolitan Life Insurance Company,  
New York, NY 10166  
An Equal Opportunity Employer

##### Email:

[edomanico@metlife.com](mailto:edomanico@metlife.com)

### Job Opening 2:

#### Business Development/Account Manager

##### About:

We are seeking an energetic sales professional to join our outside Sales Team in the NJ, market area.

##### Requirements:

If you are interested please reply with a copy of your resume and salary history.

##### Email:

[Candy@CRRRecruiters.com](mailto:Candy@CRRRecruiters.com)

### Job Opening 3:

#### Associate

##### About:

American Family Life Assurance Company of Columbus (AFLAC), a world leader in voluntary benefits with more than 22 million policies in force, is rated "A+" (Superior) by the A.M. Best Company Report. A Fortune 500® company, AFLAC insures over 40 million people worldwide.

##### Requirements:

Motivated, goal-oriented people interested in a career opportunity  
Strong interpersonal, oral and written communication skills  
Ability to set priorities, plan and organize time activities

##### Email:

[lona\\_ongaro@us.aflac.com](mailto:lona_ongaro@us.aflac.com)

## CALENDAR OF EVENTS

### PACC Events:

<u>Date</u>	<u>Event</u>	<u>Location</u>
Tuesday, November 10, 2009	Are you ready for Tax Season?	Apple Spice Junction: 1259 Rt.46 East, Building 4 Parsippany NJ
Thursday, November 19, 2009	Using Technology to Market Your Business	Centenary College: 300 Littleton Road, 3 <sup>rd</sup> Floor, Parsippany NJ

### Partner Events:

<u>Date</u>	<u>Event</u>	<u>Location</u>
Monday, November 2, 2009	Lunch and Learn Networking: Networking & Round-Table Discussion	Oxford Learning Center 831 Route 10 East, Pine Plaza, Whippany NJ
Monday, November 9, 2009	Finding Angel Investors for Your Business	Apple Spice Junction 1259 Route 46, Unit 48, Parsippany NJ
Monday, November 17, 2009	Full Circle Tech Marketing for Your Business	Oxford Learning Center 831 Route 10 East, Pine Plaza, Whippany NJ

For more information visit our website: <http://www.parsippanychamber.org>



Parsippany Area  
Chamber of Commerce  
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