

10-WORD RESUMES

Brief introductions from fabulous Michiganders looking for work. Hire them.

Customer Service Representative, Proficient in Collections, Microsoft Office, 15+ years. bdk459@yahoo.com

CPTech. Personal, efficient, motivated, office/organizational experience, start immediately. lruissik@comcast.net

Experienced retail manager, reliable, enterprising, customer focused and available. rsheldon51@gmail.com

Diverse background encompasses branding strategy, media relations, event management. c2prmedia@gmail.com

40 New Accounts \$450k 1 Yr + G.M. dpd2947@gmail.com

Financial Analyst, Experienced, Educated, Team Player. Season to hire me. jtraskie@hotmail.com

Telecom Expert. Sales/Account Management. Local, District, Regional Road Warrior. sbrownjlf@aol.com

Consumer Lender, direct or indirect, 30 years banking experience. sumpter12@charter.net

Senior Real Estate Executive. Highly intuitive & tenacious negotiator. Davekaleel@live.com

Excellent interpersonal skills. 10+ years Customer Service Specialist! red_roses_38@hotmail.com

Multi-Media Professional. Acclaimed and motivated. Looking to expand horizons. mnastos@emich.edu

Coordinator- Will undertake all assignments with enthusiasm, rockywel@hotmail.com

Electronics Components, Distribution & Direct, sales, operations, mgt. 30+ yrs. exp. jmoaks@netzero.net

To place your 10-word résumé here, visit www.michigan.com/working

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GOOD COMPANY AWESOME DESIGN STUDIO NEXT PAGE



COMING NEXT MONDAY:
A group dedicated to helping Detroit small businesses succeed

Career Calendar

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THE BIG EVENT

Jan. 31 (MONDAY)
Wayne State University Alumni Association CareerBoost: Get Connected with LinkedIn
Wayne State University, Oakland Center, Room #130
33737 W. 12 Mile Rd., Farmington 5-8 p.m.
Free for WSU Alumni Association members and students; \$2 WSU grads; \$5 others
877-978-2586 or www.alumni.wayne.edu/events
Employment experts Gary Heitman and Lisa Mangian present an educational seminar that will teach you how to use LinkedIn and other social media for career development. Learn to strategically choose groups, find connections, job search, and research companies, industries and locations. RSVP online or by phone.

ALSO ON THE CALENDAR:

Jan. 28 (FRIDAY)
Oakland County Career Fair
Marriott Hotel
3600 Centerpointe Pkwy., Pontiac 9 a.m. to noon, 1-3 p.m.
Free
641-715-3900, ext. 1 or www.jobfairgiant.com
Meet with employers in the fields of engineering, health care, transportation, sales, finance, technical support and customer service.

Feb. 4 (FRIDAY)

11th Annual Career Fair
Palace of Auburn Hills
6 Championship Drive
1-4 p.m.
\$10-\$20
248-371-2030 or CWilkinson@PalaceNet.com
This can't-miss event brings together industry leaders of pro sports, college athletics, minor leagues, marketing and finance organizations, broadcasting organizations and other companies hiring in Michigan. All attendees receive a ticket to Detroit Pistons game the same evening. Register early to get your résumé placed in a book for career fair companies.

GOT AN ITEM FOR CAREER CALENDAR?

E-mail date, time, place, description, cost and contact info (MUST include phone number for verification) to micarecalendar@gmail.com

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Working

Get ahead.
Get hired.
Get inspired.

Only the Best: Director of cruise and event operations Mix land, sea in job that requires good listening skills, hard work

When Jackie Carden was named director of cruise and event operations in 2001 for Infinity and Ovation Yacht Charters, a company that sails out of St. Clair Shores and downtown Detroit, it was via a unique course: Michigan by way of Maui.

A Michigan native, Carden moved 20 years ago to Hawaii, so her husband, a boat captain, could further his career. There, she also found her calling while working as product manager for a Hawaiian vessel.

"My main role was to act as a cruise director for an upscale sunset dinner cruise operation," says Carden, 40, who lives in Lathrup Village. "It was during that time that I realized how much I truly loved the service industry. I particularly took to the operations side of it and loved looking for ways to exceed each and every guest's expectations to make their experience on our island truly special."

When Carden and her husband returned to Michigan in 2000 to raise their family, it was only natural that she look for a similar job. Her first and only interview was with Infinity and Ovation (then known as Infinity). Carden sensed she'd have a future with the growing company, and she was right. Today, she oversees operations for both yachts, including event planning, recruiting, training staff and designing menu selections.

"Jackie sets and challenges industry standards, always promotes forward thinking, and is forever pushing for a clearer and more reliable way to increase efficiency," says Steven Rybicki, vice president and general manager. "Jackie genuinely understands the individual roles of our team members. She has proven her creative skills in areas



Good to Know

■ Infinity and Ovation Yacht Charters sails out of St. Clair Shores and downtown Detroit, and hosts weddings, corporate and special events, fundraisers and proms for 25 to 300 guests. (586-778-7030 or www.infinityandovation.com)

■ The company organized a dockside helicopter landing for a birthday party that was featured on MTV's "My Super Sweet 16."

■ The median salary for a cruise operations manager is \$66,000, according to www.payscale.com.

Jackie Carden of Infinity and Ovation Yacht charters oversees operations for both yachts. Her job involves a little bit of everything, from event planning and recruiting to training staff and designing menu selections.

such as designing both the Infinity and Ovation décor and functional layouts, as well as inspiring the ever-growing office environment."

For those who dream of a job that mixes land and sea, Carden offers this advice:

Listen. "If you listen to your clients, they will tell you the desired outcome of their event, and if they don't, you should ask. If you listen well, you should not only exceed their expectations, but build their trust for future events. If you listen to your team, they will share their collective knowledge, experiences and ideas with you. If you listen well, they will continue to see themselves as a valuable part of your operation."

Be orderly. "You need to be organized and prepared, not only with supplies but in how you execute an event. If there is chaos, not only are you risking your guests' experience, but you are providing a disservice to your team. You should always have a plan but you should also possess the ability to think and act quickly when needed."

Be prepared to work. "We work long days, 15- to 18-hour days, often with most of them occurring on evenings and weekends. It is not uncommon to go to bed at 4 a.m. and then have to be back to work the next morning. But I can say, in all honesty, if you love it, it's no big deal. I have been very fortunate to have had a lot of trust and support from this company and that has been a large part of what has made my position so rewarding."

Work Smarts

3 tips to help you advance your career

Job promotions represent a way to further oneself both personally and professionally. Yet, many of us are unsure how to go about being considered for one.

Start the process when you're first interviewing, according to Ryan Hoyle, director of global recruiting for GalaxE Solutions, an IT company with an office in Detroit. "You have to assess if there's room for growth within the company," he says. "If everyone has a unique, specific job, there may not be. If it's a larger company that's



Ryan Hoyle

posting jobs, the chance is it's a promotable environment are much higher."

There are key steps to take when you want to be considered for a promotion, he says.

1. Assess yourself and the environment. Hoyle recommends asking yourself, "Am I truly qualified, and does my performance support this belief?" If you're struggling to do the job you have now, it's not a good idea to ask for a promotion. "Whether you've been there five months or five years, you have to be qualified," he says.

2. Find out whether your belief is supported by others. Look at your HR evaluations or managerial feedback. What do your peers think of you? How about clients? When

asking to be considered for a promotion, Hoyle suggests having documentation with you of contributions that were recognized.

3. Communicate your goals to the appropriate people. Follow corporate guidelines, which may mean looking at postings online or going to a supervisor to express interest. It's also important to find a mentor in the position you're considering, so you'll get a true picture of what the job entails, he says.

Most companies would rather hire a current employee. "They don't usually prefer to bring in an outsider if someone internally is qualified for the role," Hoyle says.

Ryan Hoyle is director of global recruiting for GalaxE Solutions, an IT company with offices in Detroit, New Jersey, Canada and India.

Business Smarts

Community-banking lenders offer options

You're a small business looking for a loan, and the word on the street is nobody's lending.

Well, that's not necessarily true.

Small, independently owned community banks are looking for people like you, with many offering products and services that have been lost track of by some of the big guys.

Why consider a community bank? Most are relationship driven and look to cultivate a long-term bond with their clients.



Jeff Kopelman

Many assign a personal banker to your account, so you have a direct contact to handle and monitor your needs.

Since many community banks are owned and staffed by those in the local area, they often are more familiar with the specific needs of their business clients, with respect to granting loans.

These bankers also make great contacts to other local business owners, who might be able to provide you with support in other areas as you build or restructure your business.

When selecting your community-banking lender, make sure they:

- Have a reputation for being responsive and available. Are they easily acces-

sible when you are available? Can you obtain information when you need it as opposed to when they can supply it?

- Have a diversity of products and flexible underwriting standards. Do they understand your needs, and are they willing to work with your given circumstances?

- Have the ability to handle all of your other banking needs. Are they truly a full-service institution?

Don't be afraid to ask questions, and make sure you get them answered. Michigan is home to many fine community banks that support their neighborhoods, so consider them for your lending needs.

Jeffrey I. Kopelman is president & CEO of Main Street Bank in Bingham Farms.

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To feature your business on the Working pages, or for information about this supplement, call 586-977-7577.

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