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# As Firms Seek Flexibility, Traditional Workforce Fades

by James E. Challenger

**A**s the year begins, more and more retailers are letting go of the workforce they hired to meet holiday demands, and many other companies are trimming budgets. The need to adjust quickly to endless shifts in consumer demand is likely to prompt more and more companies to utilize alternative or contingent workers.

Alternative workers may someday be the employment standard as the continued emergence of a just-in-time workforce threatens to make all but a handful of workers independent contractors.

Companies are realizing that alternative workers are better suited for the new economic realities of the increasingly global, technology-driven, and highly competitive marketplace. The number of part-time, contingent and outsourced employees will continue to grow, while traditional full-time employees – deemed too costly to keep – will see their jobs eliminated.

In interviews with human resource executives, seven out of eight said they hire alternative workers on a regular basis. Participants indicated that these workers represented anywhere from 3 to 20 percent of their payroll. Half of the respondents predicted that contingent workers would become more widely used in the future.

Those workers who opt for a more traditional career path may find themselves more vulnerable to downsizing. Companies, in an effort to stay competitive, will adjust their workforce as quickly as demand shifts. Especially as our economy falls further into turmoil, with the recent credit crunch and housing downturn, we are seeing record levels of job-cut announcements.

However, full-time, long-term employees will still be very important to organizations that want to be successful. It is this traditional workforce that provides the continuity to a business and keeps it from self-destructing.

The traditional workforce will consist primarily of those workers who are considered indispensable due to their exceptional skills. Employees who look beyond their own jobs and feel the intensity of competition are likely to secure a valued niche in the changing workplace and will be the last ones replaced with temporary or contract workers. Here are some examples of workers who will be the most valued:

**Border Crossers.** Cost-conscious employers, especially smaller firms, can no longer afford specialists. People who display flexibility and



their companies. Employers place high value on an employee who soaks up new information and uses it to enhance the job.

**Clockless Workers.** Employees who make themselves available for problem solving by adopting management's "clockless" definition of the workday. They demonstrate a willingness to work management style, displaying an understanding of the competitive pressures and showing that the company's concerns are their concerns.

Once you have secured a position, the following tips may help you keep it:

**Find ways to save money that require your involvement.** For example, if you can figure out ways of accomplishing work in less time while maintaining output of the same or better quality, you will be making a significant contribution to profitability. Time is an important factor to consider because time means money at any company. When the savings occur in your own department, or from work you do or personally supervise, you are elevating your stature and strengthening your own case.

**Keep your boss informed.** It is not enough in many companies just to do a good job and hope that someone notices or appreciates it. Particularly in larger firms, the company may not know what you have done for it lately. Make a point of scheduling regular meetings with your supervisor to keep him or her up to date on your activities and accomplishments. If that is impossible, fit your achievements into other conversations whenever possible. You tell them! By marshaling demonstrative evidence of your accomplishments, you will solidify your job security. Do not brag, but do sell factual accomplishments.

**Keep your own personal checklist updated.** Clarify your thinking about the job by writing down a list of goals and how you expect to achieve them. This list should be reviewed and updated at least once a week.

**Make sure you are well liked.** People who are not liked by someone in authority are always the first to go when business conditions become unfavorable. It is not enough just to do a good job. Find ways to increase your likeability in the eyes of the employer. You were liked when you were hired, and

perform several tasks well often can do the jobs of two or more employees, saving payroll. The most valued employees, no matter the size of the company, take the initiative to obtain additional work assignments; they do not wait to be assigned extra tasks.

**Trouble Seekers.** These employees adopt an employer attitude toward problem-solving and seek out difficult assignments. Individuals who gear their work lives in this direction can help make themselves "untouchable" during a downsizing or reorganization.

**Companies are realizing that alternative workers are better suited for the new economic realities of the increasingly global, technology-driven, and highly competitive marketplace.**

**Great Facilitators.** Today, diversity is more than a buzzword. Companies value those at all skill levels who can ameliorate differences among groups. Often the ability to resolve conflicts comes from experience in community and volunteer work. Companies rely on coalition builders in an increasingly team-oriented workplace.

**Non-Stop Students.** Enthusiastic employees who are eager to learn, especially in the areas of technology and global business issues, are more likely to find a secure niche within

“California Job Journal is very resourceful and helpful to job seekers. I read the articles for general information on labor trends, the current job market, etc.”

Ernie Rodriguez,  
 Employment Specialist,  
 One Stop Career Ctr,  
 Woodland

## Firms Seek Flexibility

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you want to maintain that same acceptance now. Continuing effort on your part is required to meet your employer's expectations and establish good interpersonal relationships in the workplace. Avoid any tendency to become nonchalant and take things for granted.

**Do not criticize the company or anyone in it.** Even in the best of times, employers do not like complainers or those who appear to have dissident views or difficulties getting along on the job, especially new hires.

Given the stresses and tensions of the workplace, there may be a natural tendency to 'let off steam' or express your frustrations or attempt to prove your own intelligence by finding fault somewhere. However, this is a very unwise course of action, particularly during the early stages of a new job. It is best to adopt the attitude that the employer is *always* right, and keep your gripes to yourself. Agreeable employees stay. You can always express opinions privately outside the company, but even then caution needs to be exercised. Negative comments often have a way of getting back to quarters where you would rather not have them repeated. □

*James E. Challenger, president of Challenger, Gray & Christmas, Inc. is in his fourth decade of job-search counseling after pioneering outplacement as an employer-paid benefit. He has authored three books, including Secrets of the Job Hunt and his most recent: Job-Hunting Success for Mid-Career Professionals.*

Read more about keeping your career on track in a rapidly changing job market in the Article Archive at [JobJournal.com](http://JobJournal.com).

## 10 Tips for Great Interviews

- 1 **Do your homework.** Know about the company, its products and services. Be prepared to talk about how your skills and qualifications will serve the organization's goals.
- 2 **Be professional.** Be sure your appearance is neat and clean. Arrive on time and demonstrate good manners and courtesy toward everyone.
- 3 **Be aware of nonverbal cues.** Body language and eye contact are just as important as the words that are spoken in a job interview.
- 4 **Talk about yourself.** Society often teaches us this is impolite, but it's expected in an interview. Be prepared to recount accomplishments and state your goals, as well as why you are suited for the job.
- 5 **Be yourself.** Answer questions honestly. Responding only with what you think the interviewer wants to hear can make you sound superficial.
- 6 **Emphasize what you can do for the company.** Do not ask about salary or benefits; wait for the interviewer to bring up those topics. It's okay however, to inquire about advancement opportunities.
- 7 **Be positive.** Project an optimistic, can-do attitude. Never speak negatively about former employers or co-workers.
- 8 **Ask questions.** Asking a few intelligent questions of your own demonstrates interest in the company and enthusiasm for the prospective job.
- 9 **Ask for the job.** Many candidates are passed over for positions not because they were unqualified, but because the interviewer was not assured of their interest in the job.
- 10 **Follow up.** Always send a thank-you note after an interview. Find out what the hiring timeline is and try to gauge your status in the process. □

## The Golden 1 CREDIT UNION

### WEB MANAGER

The Golden 1 Credit Union  
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Resumes are most effective when used as part of your job search campaign. After sending out a resume, it's best to follow up with a phone call when possible. A resume should never be used to avoid making personal inquiries either by phone or in person.

## Pick Up CJJ For Free!

Each week, you can pick up *California Job Journal* for free at the following locations:

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Look for CJJ in public libraries, employment centers, medical facilities, and now online at [JobJournal.com/viewpdf.asp](http://JobJournal.com/viewpdf.asp)

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Overweight jobseekers spend an average of five more weeks pounding the pavement than their thin counterparts, according to outplacement specialists Madeline and Robert Swain. Similarly, tall candidates have a four-week edge over short ones.

- Printing Impressions

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[www.sacrt.com](http://www.sacrt.com)

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### ASSOCIATE EDITOR

California Job Journal  
2033 Howe Avenue, Suite 100  
Sacramento, CA 95825  
Executive Editor

This is a rare opportunity for a creative self-starter to become a key player on our award-winning team. You'll research, write, edit and proofread employment and work-related articles and news items, as well as select material for publication, obtain info/releases, plan editorial schedule, communicate with writers & syndicates, and coordinate efforts with sales & production depts, including some editing/proofing of advertising copy. Flexible hours; must work Fridays until 7pm. Reqs BA/BS, strong grammar & writing skills (will test), attention to detail, desktop publishing exp and at least three years writing exp. PC PageMaker skills and experience with employment topics preferred. Send resume (with salary history) and writing sample.



### REGIONAL INTERPRETIVE SPECIALIST

California State Parks  
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Sacramento, CA 95814  
916/653-9685  
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**Celebrating 25 Years**

from page 1

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While California Job Journal is not immune to the pressures facing the recruitment advertising industry in general, and newspapers in particular, a corporate culture embracing innovation has served the small, woman-owned company well over the last quarter century.

"By ignoring the conventional wisdom of the newspaper industry, we've built a culture that fosters and quickly implements promising ideas. While not all of them work, overall those ideas have allowed our company to stay competitive despite limited resources," comments founder and publisher Kathy Masera.

Masera's background was in job placement, not newspapers, so from the beginning CJJ was created as an employment services company as opposed to an advertising publication. At the time the Job Journal was launched from Masera's Sacramento-area home, it was the first alternative employment paper in the country. Today, a variation on the Job Journal idea can be found in every major US city.

**Changing the Rules of Recruitment**

In 1983, newspaper recruitment ads were buried in the classified pages between garage sales and used cars. Masera's Job Journal compelled the newspaper industry to look at the recruitment market differently. Within a few years, newspaper employment ads became stand-alone sections with employment-focused editorial content similar to that found in California Job Journal.

Masera's publication pioneered several innovative concepts that were adopted by many newspapers

"Knowing that the services you provide are actually being used by people to better their lives is a great feeling, and it helps carry you through the challenges. My staff brings that feeling to work with them every day."

- Kathy Masera, Job Journal publisher

nationwide. These innovations became standards for virtually all recruitment websites during the 1990s, including Monster and Careerbuilder:

- ◆ Long before the Internet's debut, CJJ recognized the need for jobseekers to search beyond the traditional boundaries of local newspapers. From its inception, the Job Journal provided regional coverage, offering readers a wide-ranging view of job opportunities from throughout Northern California.
- ◆ CJJ introduced the concept of charging a flat rate per job listing rather than pricing ads by the number of lines. This novel fee structure was designed to encourage employers to provide more details for jobseekers, leading to the expansive job descriptions that are now the norm online and in print.
- ◆ The Job Journal was the first to categorize jobs by skill set instead of simply listing them alphabetically as was the print advertising practice.
- ◆ CJJ was the first paper in the US to feature employer logos in their classified ads.

Recognition for the company, in the form of numerous industry awards and accolades, began in the '80s and continues to this day. But while California

Job Journal's industry-changing innovations helped establish its reputation early on, the key to the company's longevity has been its ability to adapt to market and economic changes.

**In 1983**, the ads in the Job Journal were free to employers, and jobseekers paid \$8.95 for the paper. When that business model proved unsustainable, Masera switched to distribution as a free insert (similar to *Parade Magazine*) in 20 Northern California newspapers, building a weekly circulation of 375,000. However, the high cost of co-printing so many copies became burdensome during the recession of the early '90s, so the model changed again, this time to free distribution through street boxes and retail outlets.

**In 1987**, after publishing the paper from her home for over four years, Masera secured millions in venture capital - no small feat for a woman-run company at the time. Rapid expansion followed, and CJJ soon generated millions in revenue and employed 44. Overhead grew from \$25,000 to \$250,000 a month in less than two years.

**In 1991**, when a recession took hold, the venture capitalists believed CJJ would not meet their profitability timetable, so they pulled out. Masera was forced to secure private financing to keep the company from going under.

**In 1992**, the company put together the Sacramento region's first job fair, attracting 8000 appreciative jobseekers and 51 local employers. Recognizing the business potential, Masera created a new division to produce job fairs. To date, HIREvents has produced over-220 job fairs in Northern California.

**In 1998**, Masera's company went online as *JobJournal.com*. The website's depth and exclusive 'CareerClix' functionality (connecting relevant job openings with related career articles) make it a favorite among career counselors and jobseekers. The popular employment site has also won numerous regional and national awards.

**Staying Power**

Equally important to the company's staying power is its small but fiercely loyal staff. Again, Masera's ability to adapt paid off: Staffers sometimes began their tenure in jobs that, after a few months, turned out to be less than ideal for their demonstrated skills. Drawing on her employment counseling background, Masera was able to analyze their strengths and switch their roles or create new ones that capitalized on those assets. Of her 16 full-time employees, eight have been with the company for 10 to 25 years.

When recruiting new employees, Masera looks for creativity and a strong work ethic, but not newspaper experience. "We have survived all these years by rejecting the status quo and promoting innovative thinking," she explains. "Newspaper people carry a mind-set that just doesn't work in this environment. They really don't understand recruitment, so they don't last long here."

One trait her employees share is a desire to make a difference, not just a living.

"Knowing that the services you provide are actually being used by people to better their lives is a great feeling, and it helps carry you through the challenges," Masera confides. "My staff brings that feeling to work with them every day." □

For more information on Masera's company and an extensive Article Archive, visit [JobJournal.com](http://JobJournal.com).



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**SALESPERSON (CLASSIFIED ADVERTISING)**

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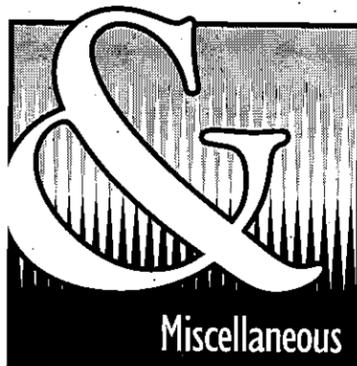


Sales/Customer Service



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916/405-7190  
Attn: Human Resources Office  
[www.yourcsd.com](http://www.yourcsd.com)  
\$3460-4637/mo + xint bfts. Under gen supv, assists in the supv & dir of FT/PT park maint div staff; provides instruction, training & guidance to staff to maint standards; performs a variety of skilled & semi-skilled tasks in the maint & repair of parks, parkways, landscaped corridors/medians, swimming pools & recreational facilities. FT; regularly scheduled eve, weekend & hot. Reqs any equiv combination of training & exp which provides the reqd skills, knowl & abilities; HS diploma or equiv & 1 yr exp performing duties equiv to a Maint Worker II; OR 3 yrs of FT paid exp performing landscape and/or horticulture maint & repair work; supv exp in the landscape constr, maint or horticulture industry preferred; beginning to intermediate computers skills reqd. Must possess & maintain throughout employment a valid Class C CDL & clean driving record. Current American Red Cross First Aid and CPR cert is pref. Applicable cert & iic in the landscape constr, maint or horticulture field des. Obtain job announcement/app in person or online. Mail completed apps. Faxed/ emailed apps will not be accepted. FFD: Fri, 2/1/08, 4:30pm. PNA

**RECREATION COORDINATOR II TEENS/SKATE PARK**

Cosumnes Community Services District  
8820 Elk Grove Boulevard, Suite 1  
Elk Grove, CA 95624  
916/405-7190  
Attn: Human Resources Office  
[www.yourcsd.com](http://www.yourcsd.com)  
\$3621-4853/mo + xint bfts. Seeking a highly motivated and resp individual for this open position in the Aquatics & Teens Division. Under gen supv, plans, coordinates, evaluates & directs recreational pgm & special events in the area of Teens/Skate Park; supvs PT, seasonal & volunteer recreation staff, uses registration software to monitor pgms, and evaluates pgm and staff. Must be comfortable in a strong teamwork-oriented environment and maintain positive working relationships with coworkers. FT position, some evening and weekend work. Reqs any equiv combination of training & exp which provides the reqd skills, knowledge and abilities. Associate's Deg preferred; OR min of 15 units with an emphasis in Recreation, Bsns or closely related field and 3 seasons of increasingly resp exp in the field to which the position is assigned. Must be at least 18 yrs of age. Must possess, & maintain throughout employment, a valid class C CDL and an American Red Cross First Aid & CPR cert. Detailed job announcement and app available at above address, or online. Submit completed app to above address. Faxed/ emailed apps will not be accepted. FFD: Fri, 2/1/08, 4:30pm. PNA.

U.S. forests use thousands of volunteers yearly. For jobs, contact officials at local parks and forests listed in your phone book, visit [americanhiking.org](http://americanhiking.org) or call 301/565-6704 for the job directory: *Helping Out in the Outdoors.*

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The East Bay HIREvent

Wednesday, February 13 • 11am-3pm  
Scottish Rite Center  
1547 Lakeside Drive, Oakland

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**MECHANIC**  
 Campbell Soup Supply Company  
 P.O. Box 31390  
 Stockton, CA 95213  
 Attn: Human Resources  
 Competitive wages. Campbell Soup Supply Company has a FT opening in the Stockton Tomato Processing Facility. Responsible for maintaining & repairing pumps, motors and gear boxes; and providing general mechanical troubleshooting. Shift work and overtime available during the season (July-October). Qualified candidates should be journey-level mechanics. Requires aseptic system operation and maintenance experience. General electrical and refrigeration concepts helpful. Must be able to weld and fabricate. Requires good written and verbal communication skills, thorough understanding of safe work practices, and seasonal supervisory skills. To apply, please mail resume. No phone calls please. EOC



**ELECTRICIAN-INSTRUMENT TECH**  
 Campbell Soup Supply Company  
 P.O. Box 31390  
 Stockton, CA 95213  
 Attn: Human Resources  
 Competitive wages. Campbell Soup Supply Company has a FT opening in their Stockton Tomato Processing Facility. Responsible for maintaining and repairing processing equipment. Shift work and OT available during the season (July-October). Qualified candidates should be journey-level maintenance electricians. Requires aseptic system operation & maintenance experience. General electrical and refrigeration concepts helpful. Must be able to weld and fabricate; troubleshoot both electrical systems and instruments. Requires good written and verbal communication skills, thorough understanding of safe work practices, seasonal supervisory skills, strong electrical concepts, and knowledge of PLC basics. To apply, please mail resume. No phone calls please. EOC

"Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan "press on" has solved and always will solve the problems of the human race."  
 - Calvin Coolidge

"I love the Quick Fix articles - I have two on my wall right now [Age Concerns are Getting Old and The Job from Hell] that I use as affirmations for jobseekers - especially older ones."  
 Brenda Burnett, Greater Sacramento Urban League

## ASSOCIATE EDITOR

This is a rare opportunity for a creative self-starter to become a key player on our award-winning team. You'll research, write, edit and proofread employment and work-related articles and news items, as well as select material for publication, obtain info/releases, plan editorial schedule, communicate with writers & syndicates, and coordinate efforts with sales, production & marketing depts, including some editing/proofing of advertising copy.

Reqs BA/BS, strong grammar & writing skills (will test), attention to detail, desktop publishing experience, and at least three years writing experience. PC PageMaker skills and experience with employment topics and working with media preferred.

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California Job Journal  
 Attn: Executive Editor  
 2033 Howe Avenue, #100  
 Sacramento, CA 95825  
 personnel@jobjournal.com  
 No phone calls, please.




The San Joaquin County Probation Department recruits for:

- Probation Officers
- Juvenile Detention Officers
- Pre-Trial Program Specialists
- Probation Assistants
- Office support

For current employment opportunities visit our booth at the 16th Annual Stockton HIREvent on January 29 (see back page for details), or contact San Joaquin County Human Resources Department at (209) 468-3370, or online at [www.sjgov.org/hr](http://www.sjgov.org/hr)



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# 2894 Northern California Jobs



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## AIR FORCE RESERVE

800-257-1212 [AFReserve.com](http://AFReserve.com)

# Guide

**HOW TO APPLY:** To apply for an opening or obtain additional information, contact the employer directly as specified in the job listing. Send correspondence to the contact's attention and ask for that person or department when telephoning. If no telephone number is listed, the employer does not want phone calls!

**JOB CATEGORIES:** The decision on where to categorize an opening is made with more emphasis given to the experience/skills/education required than the job duties or position title. New readers should check several classifications to determine where specific types of employment will be found.

**PROGRAMMER ANALYSTS (3)**  
 Satellite Data Systems  
 Space Communications Division  
 2785 Momson Drive, Suite 100  
 \*Oak Valley, CA 98765-4321  
 \*415/555-9900 x227  
 Attn: Terry Lydeck / Operations  
 \$6750-8400/mo DOE, plus medical  
 ins and pension plan after 1 yr. Anal  
 develop applic  
 ment & implement  
 nment team for  
 nics systems  
 also available  
 or equivalent in  
 exp with high-level lan-  
 guage design coding and graphics  
 tions, and 1 yr exp with HP700  
 astrophysics preferred. Send  
 resume and coverletter. AAVE

An asterisk before the city name indicates that the job location is different or available in more than one city.

Indicates number of openings available.

Mention California Job Journal when applying.

## Abbreviation Key

a/p	accounts payable	EIT	engineer in training	pft shr	profit sharing
a/r	accounts receivable	enrg	engineer, engineering	pgm	program
AA	affirmative action	EOE	equal opportunity employer	PNA	postmark not accepted
acct	account(ing), accountant	equip	equipment	pop	population
ADA	complies with Americans with Disabilities Act	ESL	English as a second language	prof	professional, professionally
app	application	est	establish(ed), establishment	PT	part-time
archit	architecture, architect	F	females encouraged to apply	PTO	personal time off
bfts	benefits	FFD	final filing date	QA	quality assurance
bkpg	bookkeeping	FT	full-time	QC	quality control
bsns	business	GED	general equivalency diploma	RTW	right to work in the U.S. (or proof of citizenship)
CAD	computer-aided design	gen	general, generally	RE	real estate
CC	community college	g/l	general ledger	ref	reference
CDL	California driver's license	govt	government	res	resume
co	company, county	hol	holiday	resp	responsible, responsibility
coll	college	HR	human resources	ret	retirement, retired
com	communication	HS	high school	ref	refer to Job Journal (tell the employer where you saw ad)
comp	compensation	ins	insurance	RTJJ	Refer to Job Journal (tell the employer where you saw ad)
compr	comprehensive	intvw	interview	Sacto	Sacramento
constr	construct, construction	IT	information technology	SAE	self-addressed envelope
contrib	contribute, contribution	knowl	knowledge, knowledgeable	SASE	self-addressed stamped envelope
coord	coordinate, coordinator	LCSW	licensed clinical social worker	sched	schedule(d), scheduling
cred	credential, credentialed	lic	license(d), licensure	sec	secretary, secretarial
CWE	commensurate with experience	M	minorities encouraged to apply	SF	San Francisco
D	persons with disabilities encouraged to apply	mech	mechanic, mechanical	shth	shorthand
DD	developmentally disabled	med	medical, medicine	SNF	skilled nursing facility
D&A	drug and alcohol	M FCC	marriage, family & child counselor	spcl	specialist, special
deg	degree	mfg	manufacturing	supv	supervisor, supervise, supervision, supervisory
des	desire, desired, desirable	mfr	manufacturer	TBA	to be announced or arranged to be discussed
dev	develop, development, developer, developmentally	MIS	management information systems	TBD	to be discussed
dir	director, direction	mktg	marketing	TDD	Telecommunications Device for the Deaf
div	division	nec	necessary	univ	university
dnt	dental, dentist, dentistry	negot	negotiable, negotiate	V	veterans encouraged to apply
DOE	depending on experience	oppty	opportunity	vac	vacation
DOQ	depending on qualifications	org	organize, organizing, organization	vis	vision
DP	data processing	OT	overtime	W	women encouraged to apply
ECE	early childhood education	OUF	open until filled	with	with
ed	education, educational	PC	personal computer	w/o	without
EDP	electronic data processing	PCB	printed circuit board	WP	word processing
EEO	Equal Employment Opportunity	PERS	Public Employee Retirement System	wpm	words per minute
				x	extension

# Job Wire

from page 2

full-time jobs by April. Many of the cuts will hit the high-energy particle physics program after funding was cut 20 percent, a loss of \$25 million.

**SACRAMENTO** – Information technology provider Electronic Data Systems Corp won a \$76-million contract to help update equipment and software applications used by the California DMV. Texas-based EDS, which employs over 2500 in Rancho Cordova, will use some of its local workers for the project and hire up to 100 additional employees . . . Tax attorney and nationally recognized 'tax lady' Roni Deutch is opening four Roni Deutch Tax Centers in Sacramento, Carmichael and Roseville. She plans to expand the franchised tax preparation centers into ten or more states . . . Sutter Medical Center issued layoff notices to 49 staffers who now have 60 days to find other positions at Sutter Health facilities. A variety of positions are being eliminated in an effort to bring Sutter's costs more in line with similar California hospitals.

**SAN JOSE** – Credence Systems Corp will cut 30 percent of its worldwide workforce, about 400 employees, by year's end. The manufacturer of automatic test equipment for chip makers will reduce its focus on business and products not related to the consumer semiconductor market, following a 23-percent drop in fourth-quarter revenue. Credence plans to double its sales and support staff in Asia to 200.

## One in Three Workers Feign Illness

Have you ever called in sick to work just to get the day off? You're not alone. *CareerBuilder.com's* annual survey on employee absenteeism found that 32 percent of workers called in sick when they were well at least once in the last year. While three-quarters of employers surveyed said they usually believe the excuses, 35 percent have checked up on an employee who called in sick and 16 percent said they have fired an employee for missing work without a legitimate excuse.

## BLS Updates Long-Range Projections

Last month, the US Bureau of Labor Statistics released its latest employment projections for the 2006-2016 decade. Total employment for that period is expected to increase 10 percent, slightly less than the 12 percent seen during the previous ten years. This will be accompanied by a slowdown in workforce growth due, in part, to the number of retiring baby boomers. The need to replace the retirees and other workers who leave their jobs is expected to create a substantial number of openings.

Service-providing industries will generate almost all of the employment gains in the decade and more than three-quarters of all jobs in 2016. This sector is led by management, scientific and technical consulting services, employment services, and general medical and surgical hospitals. Professional and business services, healthcare and social assistance will account for more than half of the projected increase in total employment. Continuing a decline, however, is the manufacturing sector, which is expected to lose 1.5 million jobs over the ten-year period. Industries affected include printing and related support activities, and motor vehicle parts manufacturing. Professional and related positions, and service occupations, two groups typically at opposite ends of the educational and earnings ranges, are projected to grow the fastest and add the most jobs. They will account for more than 60 percent of new jobs created during the 2006-2016 decade.

College graduates can anticipate more opportunities, as the proportion of jobs in occupations that require a degree will increase slightly. Fifteen of the 30 fastest-growing occupations require a bachelor's degree or higher. □

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Links to the websites of most employers mentioned in JobWire can be found at [jobjournal.com](http://jobjournal.com). Under the JobWire heading, click on 'Details.'

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# Looking Ahead

## CAREER CALENDAR

### JANUARY

#### 15 BURLINGAME

##### Jay's Networking Events: "Networking for Technology Professionals"

6-9pm, third Tuesday of the month. Get together with other technology professionals, make valuable business connections, find a job or new business opportunities. Our networking events attract a large, diverse group of professionals that you'll want to meet: recruiters, start-ups, entrepreneurs, VC & Angel investors, manufacturers, sales & marketing professionals; the people who are making things happen in the Bay Area. \$10.

Sapore Italiano Restaurant  
1447 Burlingame Avenue  
Info & RSVP: jayman8117@yahoo.com  
(Please indicate Burlingame location)

#### 15 HAYWARD

##### Eden One-Stop Career Center: "Employment Info Session"

2-4pm Tuesdays. Learn about the different types of resumes, along with cover letters and interviewing techniques. Some computer exp and basic keyboard knowledge recommended. Limited space (first come, first served). Free.

24100 Amador Street  
Info: (510) 888-7100

#### 15 MENLO PARK

##### PeninsulaWorks: "Job Readiness Workshop"

8:30-3:15. Learn how to develop skills that will allow you to find a job or a career. This two-day workshop focuses on developing self-esteem, practical tips and actual practice in job interviews, and up-to-date information and assistance with resume preparation. No charge.

1200 O'Brien Drive  
Info: (650) 330-6490

#### 15 ROCKLIN

##### eWomenNetwork: "What's in Your NetWorking Tool Kit?"

9:30-11:30am (doors open and informal networking begins at 9:15). Come together with a small group of business women to learn about the five things everyone should have in their NetWorking Tool Kit. While all are important, the primary focus will be on your 60-second introduction. \$15/members, \$20/nonmembers (\$25 for registrations after 1/13).

Dream Diners  
6624 Lone Tree Boulevard  
www.ewomennetwork.com

#### 15 SACRAMENTO

##### Sacramento Works Hillsdale Business Information Center: "Business Counseling, Workshops and more"

10am, 11am, 1pm, or 2pm Tuesdays. SCORE (Service Corps of Retired Executives) will provide you with one-on-one assistance with business plans, business structure, and more. No charge.

5655 Hillsdale Boulevard, Suite 8  
Registration: Darlene, (916) 263-0656 or  
www.sacscore.org

#### 15 SACRAMENTO

##### UCD Emcees Toastmasters: "Overcome Fear of Public Speaking"

5:45-7pm. Tuesdays. Improve your presentation, leadership, impromptu speaking and meeting management skills in a fun & supportive environment. You will also have a chance to expand your professional network and make new friends. Guests welcome at no charge and are not required to participate.

2248 Stockton Blvd (La Bou Restaurant)  
Info: Alan Haynes, (916) 202-9473 or  
alan\_haynes@hotmail.com

#### 16 MANTECA

##### Professional Resource Network: "Jobseeker Orientation"

9am-noon. Are you an unemployed professional wishing to reenter the workforce? Experience Unlimited can help you access networking & employment opportunities. No charge.

EDD/Worknet Center, 302 Northgate Ave  
Info: (209) 825-2064 or www.sjcprn.org

#### 16 MENLO PARK

##### PeninsulaWorks: "EDD Questions?"

8:30-noon, Wednesdays. Come talk to an EDD representative to learn about unemployment benefits. No charge.

1200 O'Brien Drive  
Info: (650) 802-5000

#### 16 SACRAMENTO

##### Greater Sacramento Urban League: "Employment & Training Program"

A variety of programs and services for both youth & adults, including Advanced Office Technology, Call Center Certification, employment workshops, after-school programs, GED Preparation and others. Call for more info about all of our programs and services or attend an orientation (at 9am every Wednesday). No charge.

Vic Fazio Workforce Training Center  
3725 Marysville Blvd, Del Paso Heights  
Info: (916) 286-8600

#### 16 SAN FRANCISCO

##### San Francisco Chamber of Commerce: "Job Forum"

6:30-8:30pm Wednesdays. This is a job/career counseling service that has been effective in helping jobseekers help themselves. Job Forum attendees receive assistance in developing career & job-search strategies tailored to each of their goals & circumstances. No charge.

235 Montgomery Street, 12th floor  
Info: (415) 989-3145 or theJobForum.org

#### 17 CONCORD

##### Greater Concord Chamber of Commerce: "Business After-Hours Mixer"

5:30-7:30pm, third Thursday of the month. An agenda of fun, food, and informal networking. No charge for members, \$20/nonmembers.

Info: www.concordchamber.com

#### 17 OAKLAND

##### Experience Unlimited: "Orientation"

1:30pm. Join the no-fee career transition center for professional job seekers sponsored by EDD. Learn proven techniques to market yourself successfully. Free seminars, networking, job resources and support groups.

675 Hegenberger Road, third floor  
Info: (510) 563-5310

#### 17 STOCKTON

##### San Joaquin County Worknet Center: "Applications - Filling in the Blanks"

9am-noon every other Wednesday. Learn about illegal questions and how to avoid being screened out. No charge.

##### "Interactive Interview"

1:15-4pm. Learn how to give good answers to difficult interview questions, and what questions you should be asking the interviewer. No charge.

56 South Lincoln Street  
Info: (209) 468-3660

#### On-going SAN FRANCISCO

##### Experience Unlimited: "Job-Search Strategies for Professionals"

Workshops cover skills identification, resumes, letter writing & interviewing. Call for schedule. No charge, but volunteer work hours required.

EDD, 745 Franklin Street, Lower Level  
Preregistration required: (415) 771-1776

#### 18 STOCKTON

##### San Joaquin County Worknet Center: "Is Your Resume Working for You?"

9am-noon. Learn how to write a resume and cover letter that get you an interview. No charge.

56 South Lincoln Street  
Info: (209) 468-3660

#### 22 LINCOLN

##### eWomenNetwork: "Accelerated Networking Lunch"

11am-1:30pm. Female professionals and business owners are invited to join our dedicated group which supports and promotes the objectives of success-minded women. Informal networking precedes guest speaker. Limited space. \$36/members, \$46/nonmembers (price increases five days prior to the event).

Catta Verdera Country Club  
1111 Catta Verdera  
Registration: 916/521-2540 or  
www.ewomennetwork.com

#### 22 SAN RAMON

##### Ryze San Ramon: "Business Networking Mixer"

5:30-8:30pm, fourth Tuesday of the month. Come mix, mingle, network, and make new connections with a variety of professionals in a relaxed atmosphere in the East Bay. If you've never attended a Ryze San Ramon mixer, we will be happy to introduce you around. RSVP by 4pm the day of the event; \$7 for Gold members; \$10 for Ryze members, \$15 otherwise.

Chevy's Fresh Mex  
18080 San Ramon Valley Boulevard  
Info: (925) 327-1910 or  
sanramonevent.ryze.com

#### 23 SACRAMENTO

##### La Familia Counseling Center: "Orientation for Jobseekers"

10-11am, 2nd & 4th Wed of the month; following the orientation is an opportunity to meet with visiting prospective employers from 11am-noon. Learn about our job-search svcs/resources, including job listings, assistance with preparing resumes, use of computers and fax machines. Spanish-speaking staff available. No charge.

5523 34th Street  
Info: (916) 452-3601

### FEBRUARY

#### 6 SAN LEANDRO

##### East Bay Women's Network: "Networking Luncheon"

11:30am-1:30pm, first Wed of every month. Business networking and educational speakers (call, e-mail, or see website for specific speaker topics). \$15/members, \$25/nonmembers.

The Englander, 101 Parrott Street  
Info: (510) 739-1996,  
fashionstogo@juno.com, www.ebwn.org

#### 6 STOCKTON

##### Stockton Women's Network: "Networking & Luncheon/Speaker"

Networking (11:30am) followed by luncheon (noon-1:15pm), first Wednesday of every month. Forum for local women to support one another in business, professional and personal growth. \$16/members (\$21 at door), \$25/nonmembers.

Radisson Hotel, 2323 Grand Canal Blvd  
Info: (209) 472-0359 or  
www.stocktonwomensnetwork.org

#### On-going SAN FRANCISCO

##### Jewish Vocational Service: "Orientation"

Learn how JVS can help with your job search and/or career transition. Free. Call for days/times.

225 Bush Street, Suite 400  
Info: (415) 391-3600

#### 12 MOUNTAIN VIEW

##### Chamber of Commerce Mountain View: "Women in Business Luncheon"

11:45am networking precedes guest speaker (noon-1:15pm, including a question/answer period) — 2nd Tuesday of the month. Women in Business promotes business, personal and professional development through networking, education and community involvement. \$25/members, \$30/nonmembers.

Michaels at Shoreline  
2960 North Shoreline Boulevard  
Info & registration: (650) 968-8378,  
www.mountainviewchamber.org



For a more extensive list of employment events, career workshops and networking opportunities, visit [jobjournal.com](http://jobjournal.com).

#### On-going SACRAMENTO

##### Sacramento Professional Network: "Job Search Group"

Office hours 8:30-4:30 Mon-Fri. A chapter of EDD-sponsored Experience Unlimited, self-help group for skilled, unemployed, job-seeking professionals features a full range of career/job search classes and resources/services. No charge, but volunteer work hours and weekly meeting attendance required.

5007 Broadway  
Preregistration required: (916) 227-0330

#### On-going SACRAMENTO

##### Employment Development Department: "Job-Search Training"

Three-hour workshop introduces the entire job-search process including skills analysis, interviewing techniques, and more. Veterans' services also available. No charge.

2901 50th Street (at Broadway)  
Preregistration required: (916) 227-0301

Upcoming events may be listed free of charge, as space permits, providing admission is less than \$50. Send information at least 2 wks in advance to:

CJ Calendar • 2033 Howe Avenue, Suite 100  
Sacramento, CA 95825 • Fax: 916/925-0101  
Email: [calendar@jobjournal.com](mailto:calendar@jobjournal.com)

## NEXT IN CJJ

### WEEK OF JANUARY 20<sup>TH</sup>

#### The Top 25

The Job Journal has published plenty of job-search advice and informative articles over the last 25 years. So there was no lack of candidates when it came to picking the best columns and features from our archives. The list includes brief excerpts and links to the complete text on JobJournal.com.

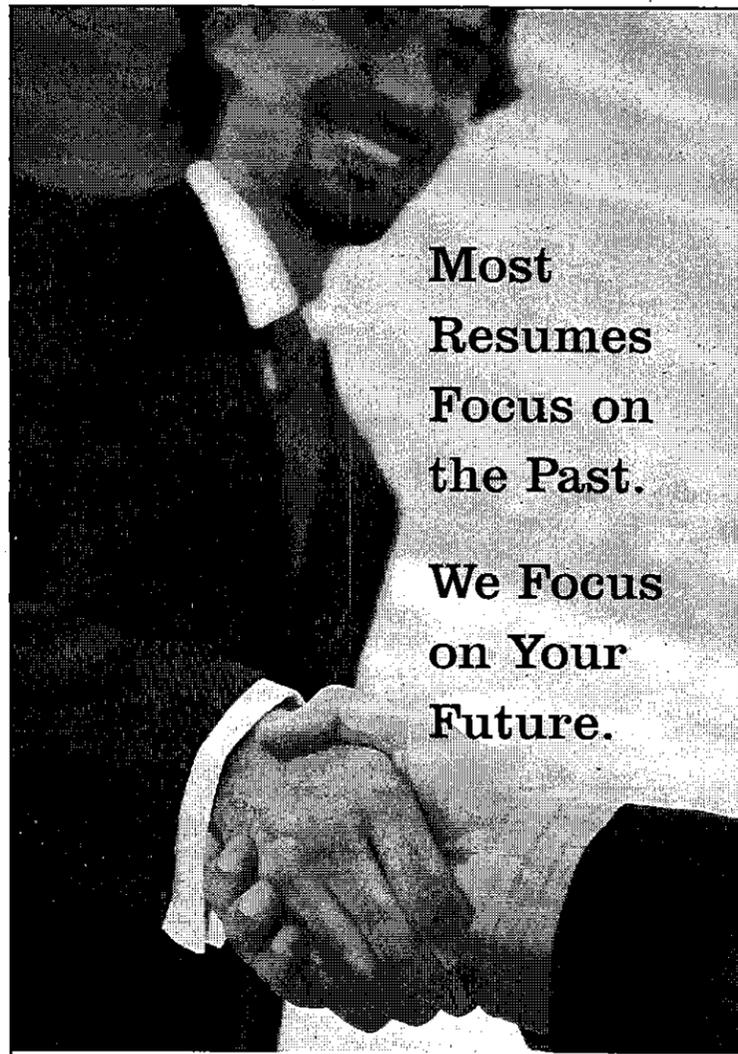
### WEEK OF JANUARY 27<sup>TH</sup>

#### Wealth of Information

When you are trying to decide on a career direction or want to know how employers in a different industry might view your qualifications, information interviews can provide the answers. Not only will get the inside scoop from those in the know, those same people might also become invaluable additions to your network.

"I really love your paper! You use great writers – the articles are always well written, up-to-date and so readable. I love it, love it, love it!"

Ginny Livingstone, Peninsula Works, Redwood City



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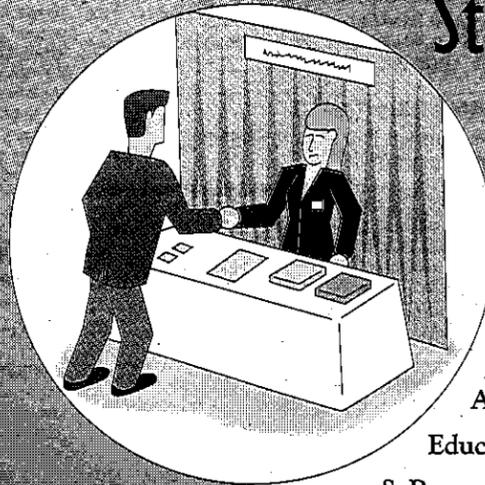
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**Stockton Hilton Hotel**

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