



Careers continue to grow in service sector, environment

Pick a field that is in demand and growing, and you'll get further faster than if you enter one that is stagnant or slipping.

Service industries offer some of the greatest opportunities: other hot spots include high technology (engineering, computers) and jobs related to environmental concerns.

SERVICE JOBS

The need for trained, dedicated child-care providers has increased as more and more women return to the workplace. While salaries remain low compared to other in-demand professions, caring for kids can be an income boost for retirees and part-timers. An intriguing option: the professional nanny.

Weddings are big business, and the bridal consultant business is booming.

"Those people who do best in the profession know the needs of the bride, have exemplary organizational skills, and possess a keen eye for

details," said *Woman* magazine.

Anything related to health care is hot: nurses, administrators, technicians, researchers. These are sizzling: physical therapists, pharmacists, gerontologists, home health-care aides, infertility specialists and genetic counselors.

"The travel industry today is the nation's second-largest employer, with one out of every 15 workers," said Roy Saunders, president of American Hotel and Motel Association. "In less than 10 years, it will be the nation's No. 1 employer, with one out of every five in the workplace."

Travel-related jobs overlap other professions, including marketing, computers, engineering, food and beverage specialties, human resources, accounting, housekeeping, security, administration, communications — and even fitness, as many hotels and resorts have health clubs and spas.

Here's an overview of several service-related jobs, plus

training requirements and salary ranges, from *Money* magazine:

"To meet the demand for meals away from home, the

American Culinary Federation estimates 250,000 trained chefs will be needed this year alone and only about 140,000 will enter the field. With an as-

sociates degree from a two-year culinary program or a three-year paid apprentice-

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Internships offer chance to check-out job market

One of the best ways to discover what lifetime occupation is really right for you is to dabble a bit. Try a few on for size. Travel, work with people in various industries, become an apprentice or an intern.

"One of our success stories is Michael Mitchell, who began his career as an intern at my company back in 1981," said Michael Levine of Levine-Schneider Public Relations in Los Angeles.

"He was willing to work long days and do the grunt work — stuff envelopes, answer phones — but he was also given an opportunity to sit in on interviews, attend

press functions, and grasp the PR business from the ground up.

"Within a short time he was made a paid junior publicist. When he left my company four years later he was a tour press director, and today he is vice president of publicity at Motown Records. He has told me that interning gave him the broad insight that has led him to his current position," Levine said.

Though not always paid by the companies they work for, interns often receive college credit. They learn how to function in complex, real-life business environments and meet valuable

"contacts" within the industry.

Author Lauren Tarshis said "There are tens of thousands of internships available, each with its own set of benefits and requirements." One resource guide she recommends is "The National Directory of Internships and Experiential Education".

Also many recent graduates take a breather between classroom and careers by studying or working abroad.

The benefits are obvious: You experience different cultures, learn languages and gain perspective on life.

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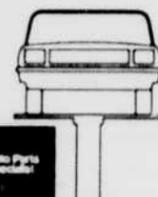
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