



John W. Rogers will be at the Red Lion at Lloyd Center Tuesday, June 9, 1987, 3:00-5:00 p.m. in the Mt. Bachelor Room.

Business Profile

John W. Rogers, Jr.
Founder of Ariel Capital Management

John W. Rogers, Jr., founded Ariel Capital Management, Inc., in January, 1983, which is one of only two known minority-owned, full-service equity money managers in the nation. Clients of the company include the University of Michigan, Howard University, Wayne State University, Peoples Energy, The Stroh Brewery Company, Mobil Corporation, Teachers' Retirement System of the State of Illinois, and several employee benefit plans for the City of Chicago. Since its inception, Ariel Capital has grown from two to seven employees with assets currently under management of \$150 million. In addition, Ariel Capital is the investment advisor for the Ariel Growth Fund, a member of the Calvert Group of Funds, for which Rogers serves as a trustee. Rogers is also editor and publisher of The Patient Investor, a quarterly stock market newsletter available to clients and shareholders of the Fund.

Rogers' success has brought him to the forefront of media attention with interviews by Barron's, Money, People, Modern Black Man, Nation's Business, and Black Enterprise magazines, USA Today, Fortune, Pensions & Investment Age, The New York Times, Chicago Sun-Times, and Chicago Tribune as well as "Wall Street Week", "Financial News Network", "Nightly Business Report", "Minority Business Report", and various other print and broadcast media.

Prior to founding Ariel Capital, Rogers was a stockbroker for 2½ years at William Blair & Co., Inc., in Chicago.

Rogers is a 1980 graduate of Princeton University (B.A. in Economics) and a 1976 graduate of the University of Chicago Laboratory Schools. He is a native Chicagoan, was born March 31, 1958, is single, and resides on Chicago's near north side.

What is a Resume?

Briefly, a resume is a concise inventory of your experience, education, job-related personal traits and tells what kind of job is wanted. This brief, accurate cataloging of your job qualifications is designed to represent you. Its main purpose is to get you an interview. A resume must systematically and attractively present: who you are, what you have learned, what you have done, what kind of work you are applying for, and why you should be considered over other applicants.

A few of the most important factors involved in writing a good resume are:

1. Be specific, using specific examples, but omitting technical details.
2. Be brief, using concise, plain English.
3. Use direct action verbs to describe job duties such as—supervised, directed, sold, developed, engineered, coordinated, worked, administered.
4. Stick to the facts; don't imply anything that can't be easily proven or affirmed during the interview.
5. Boil it down so it fits on one page—two at the very most.
6. Concentrate on your positive accomplishments.
7. Be very certain that your spelling is correct. If spelling or grammar is incorrect, some readers may think the resume represents a worker who does careless or sloppy work.
8. Type your finished copy.
9. Do not list references—just indicate that references are available on request. (Be sure you have the individuals' permission before using them as references.)
10. Omit salary expectations, and personal data such as age, religion, etc.
11. Accentuate experiences that may be of most interest from an employer's viewpoint.
12. Send your resume to an individual by name, if at all possible.

Age Discrimination is Against the Law

The Federal Age Discrimination in Employment Act of 1967, established as national policy the elimination of arbitrary age discrimination in employment. As amended, it applies to workers who are at least 40 years of age but less than 70 years of age—about one-half of the entire labor force.

These measures make it unlawful:

- To fire or refuse to hire a person strictly on the basis of age.
 - To refuse to refer an employment agency client to a prospective employer for a job opening on the basis of age.
 - To state age preferences in help-wanted advertisements.
 - To deny union membership to an individual because of age.
- Do these laws give a special advantage in obtaining employment to persons who are at least 40 years of age?

No. The purpose of these laws is to give every mature worker equal

opportunity to hold or compete for any job for which the applicant is qualified, without regard to age. However, the right of an employer to select the best qualified person from among all applicants is not abridged.

What specific acts are prohibited by these laws?

It is unlawful for an employer to refuse to hire or employ, or to discharge, dismiss, suspend or demote any person who is age 40 and above, solely on the ground of age, except in cases where the law compels or provides for such action.

It is unlawful to refuse to offer employment because the applicant's age precludes inclusion within a group pension, life, or health insurance plan, if that person is at least 40 years of age.

Operation Rescue

Our nation is faced with a school dropout problem of immense proportions. Just a few facts tell the frightening story:

- Nearly 1 million students dropped out of school in 1985, including up to 85 percent of all native American youth, 55 percent of Black students and 50 percent of Hispanic students.
- Lack of education is closely linked to crime. More than half the nation's prison inmates are dropouts — each costing taxpayers an average \$15,000 per year.
- Of the more than 200,000 teenagers who had babies in 1983, almost half were on welfare and 45 percent were out of school.
- In total, one out of every four students entering the eighth grade this year will not complete high school, and 2.4 million students — up to one half of the high school population in some major cities — are "at risk" of dropping out of high school.

As the largest organization representing teachers in the country, the NEA is taking a bold step toward solving the dropout problem. We've established Operation Rescue: a \$700,000 program to help local NEA members work cooperatively with their communities to keep students in school and learning.

What makes Operation Rescue different from other attempts to deal with dropouts? First of all, Operation Rescue is unique as a nationwide, organizational approach for action-oriented solutions that go beyond the commissions, task forces and committees that have analyzed the dropout problem. Through Operation Rescue, NEA members have shown their commitment to go above and beyond the responsibilities of their jobs by awarding their dues money to positive local attempts to keep students in school.

Secondly, Operation Rescue will help identify the common threads that run through successful anti-dropout programs in order to create, for the first time, a "Blueprint for Success" for new dropout programs.

EOP Graduation

The Educational Opportunity Program (EOP) at Portland State University will celebrate the graduation of forty-eight EOP seniors on Friday, June 5, at its Eighth Annual Recognition Day Ceremony. The event will be held from 7:30 to 9:30 p.m. at the Smith Center Ballroom (1825 SW Broadway) on the university campus.

Alumni of the Educational Opportunity Program are encouraged to attend. Following dessert and coffee, graduating seniors and other students with outstanding academic achievement will receive Recognition Awards. The evening will feature a slide show of past and present participants.

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If you're interested in the

possibilities of U.S. Bancorp and our subsidiaries, contact our Job Opportunity Hotline number 275-6401 or visit our Personnel Dept. at U.S. Bank Building, 555 S.W. Oak Street, Portland, OR 97204.

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