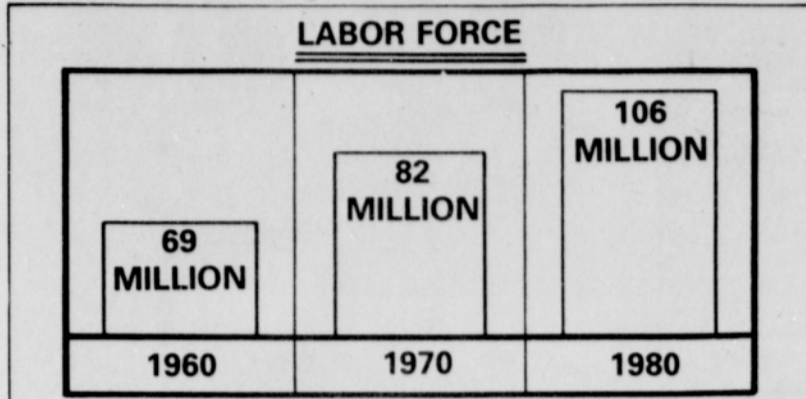


CLASSIFIED ADVERTISING

CAREER TRENDS

Marketing Your Talent Takes Talent



As the working population grows, competition increases. That's one reason many job-seekers entrust professionals with the task of mapping career strategies.

Sometimes it's not enough to know you're the best. You've got to make someone else believe it. More and more people, it seems, are entrusting their career strategy to professionals who have the experience and contacts to do it right.

A wider choice of jobs are available to those who visit a personnel consulting firm, experts agree. That's one reason why more people seeking jobs—in fields ranging from entry level to executive—do just that. Personnel consulting firms are used both by employers who wish to fill a position and job-seekers who wish to find them.

For job seekers, the benefits of using a professional firm are many. Personnel consultants evaluate interests and talents and offer advice about how best to use them. They conduct in-depth interviews of candidates and administer appropriate tests to check job skills and check references. The candidate is informed about current openings in the field of choice. Interviews then are arranged with appropriate employers.

The personnel consultant also offers advice on resume preparation, appearance, how to interview and all the other steps and details necessary to secure a new position. The term personnel consulting firm covers several types of businesses:

- Employment agencies gener-

ally are oriented toward finding jobs for entry-level people;

- Contingency search firms are primarily oriented in filling openings with employers, but also find jobs for people with previous experience and whose background matches the areas of placement activity of the contingency search firm.

Many of these firms are members of the National Association of Personnel Consultants (NAPC), a professional group of men and women who own and manage private personnel consulting firms throughout the U.S. and abroad. NAPC members abide by rigid standards of ethical practices set down by the organization.

As part of the aim to match up appropriate employers with job-seeking people, NAPC published *The Career Guide Handbook*. It lists every NAPC member in the U.S. according to their specialty and includes valuable career advice on conducting a job search and preparing a resume.

The job seeker simply looks under the desired career category and geographic location and the directory lists names of personnel professionals in that area who specialize in the field of interest.

Copies of the handbook are available for \$19.95, including postage, from NAPC, 1432 Duke Street, Alexandria, VA 22314.

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Labor Secretary Brock Urges Greater Training in Skills for Minorities to Offset Shortages

WASHINGTON, D.C. — Predicting a serious shortage of skilled workers in the United States in the near future, the U.S. Secretary of Labor, William E. Brock, recently urged more intensive and effective training of minorities to help fill the shortage.

Brock was the keynote speaker for the Corporate Awards Breakfast at the Hyatt Regency Hotel, part of the Minority Enterprise Development Week (MED Week) activities.

He said that America was moving rapidly from a system of "manual, or sweat-based, employment to a system of mind, or skills-based, employment." This condition, Brock said, should encourage America to provide better basic education and skills training for its young people than is currently available.

Sixty percent of the new jobs created during recent years have been "in the highest skilled categories," Brock said, while noting that the nation was already experiencing serious shortages in some professional and technical areas.

The Secretary of Labor also suggested long-term solutions for the skilled worker shortage that included creating more effective school systems at all levels for all Americans. He urged parents to become more active in local schools and to hold school officials accountable for improving education.

The breakfast, a high point in the four-day series of meetings, workshops and discussions, sponsored by the Minority Business Development Agency (MBDA), also included the presentation of 10 Corporate Awards to major business organizations by the MBDA. The awards recognize the corporations' "dedication, enthusiasm, cooperation and distinguished service in promoting minority businesses."

Stanley S. Scott, Vice President, Director of Corporate Relations and Assistant to the Chairman, Philip Morris Companies Inc., accepted the Corporate Award for Philip Morris.

Scott said: "The Secretary of Labor was right on the mark in encouraging the growth of minority businesses as a means of combating the skills shortage, by providing employment opportunities and on-the-job training. In the several years that Philip Morris has done business with minority firms, we have seen much evidence that this is so."

MED Week is observed during the first full week of October to recognize the more than 840,000 minority business persons in the United States.

James H. Richardson Gonzales, Director of the MBDA, told MED Week participants that "the entrepreneurial spirit has captured the imagination of

many of our nation's minority entrepreneurs." He said that more than 240,000 new minority-owned businesses were established during the last five years.



FOR DISTINGUISHED SERVICE — Stanley S. Scott, Vice President, Director of Corporate Relations and Assistant to the Chairman, Philip Morris Companies Inc., (right) accepts a Corporate Award for the promotion of minority businesses, from Director of the Minority Business Development Agency (MBDA), James H. Richardson Gonzales. Philip Morris was one of 10 corporations receiving awards during recent MED Week observances in Washington, D.C. Scott noted that the company's long-time support of minority businesses has been "good for Philip Morris, for the nation and for the national economy."



TASK FORCE MEMBERS — Members of the Philip Morris Minority Vending Task Force attending the recent MED Week observances in Washington, D.C., included, from left: Alain Golay, Manager, U.S. Export Logistics, Philip Morris International; Jerry O. Wilhoit, Corporate Minority Vendor Coordinator, Miller Brewing Company; John Mileo, Administrator, Purchasing Services, Philip Morris Incorporated; Bernard J. Kosakowski, Director, Minority Business Development, Philip Morris U.S.A.; Wanda McClain, Manager, Employee Relations, Mission Viejo Realty Group Inc.; and Anthony M. Morelli, Chairman of the Philip Morris Minority Vending Task Force. Philip Morris spent more than \$180 million with minority firms in the past year.