

A Special Supplement to

Siuslaw News

Careers & Employment

FLORENCE COMMUNITY JOB FAIR

'You can't grow without people and resources'

Thursday, March 8 • 10 a.m. to 3 p.m. • Three Rivers Casino Resort, 5647 Highway 126

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Siuslaw News

For the third time, Three Rivers Casino Resort is opening the doors to its event center, 5647 Highway 126 in Florence, for the free Florence Community Job Fair. This year's fair is on Thursday, March 8, from 10 a.m. to 3 p.m.

Event organizer Pam Hickson, recruitment specialist for Three Rivers Casino Resort and the Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians (CTCLUSI), said the event is going to be the biggest yet.

"This year I am pleased to announce that we will have 44 registered vendors participating from all areas of work force in the community, and something of interest for job seekers of all ages," she said.

Organizers estimate that 300 people will attend the fair to interact with representatives from the 44 local and regional employers, many of which are seeking to fill empty positions.

"We will be advertising and actively pursuing attendees to come from the valley and up and down the coast," Hickson said.

The casino's event center will feature booths for the vendors and a bank of computers available for completing online applications, as well as a table

where applicants can complete paper applications.

"It's a 'one stop shopping' event that is free and open to the public — a great opportunity to meet one-on-one with locals who are currently hiring and actively recruiting for the upcoming season," Hickson said.

The networking opportunity will offer opportunities and resources to both applicants and employers.

"We've had a bigger response from up and down the coast," Hickson said. "Last year, we had 34 businesses — up from 28 the first year — and some people from Yachats. This year we have a few more employers from Yachats and representatives from Coos Bay and North Bend. This is the main coastal

job fair, so we're glad to get this representation."

Hickson said the tribe has always had a good presence along the coast; CTCLUSI's headquarters are in Coos Bay, and Three Rivers opened its second location there in 2015.

"We are hiring as well, and even though the tribe employs more than 100 people, we still need to recruit up and down the coast," she said. "The job

fair was a way to do that and fill a need in the community."

Part of the reason Three Rivers started the job fair was to get everyone in the same room — people who were looking for jobs, a new direction, internships or volunteer opportunities could meet with businesses who had job openings, education information or other options.

"Local businesses and applicants both know the challenges when applying for jobs and locating resources as well. The Community Job Fair brings all those parties and resources together to form a network in our local community," Hickson said. "People recognize that you have to cover all bases in this job market. With lower unemployment it may be harder to fill positions. You have to actually try to have a

physical presence so people see you as an option."

Physically meeting with applicants allows the chance for employers to interact one-on-one with people as they accept résumés.

This means that serious applicants should bring several printed copies of their résumés and dress appropriately in professional attire. They should also treat the entire fair as an interview and "put their best foot forward," Hickson said.

Hickson added that the fair allows employers to interact with each other.

"It all promotes economic development and stimulation in our community," she said. "Different jobs represent a little bit of everything our community needs. From trade to hospitality and IT to marketing, pooling our resources stimulates the economic side. You can't grow without people and resources."

More diversity represented by the employers at the Community Job Fair should appeal to people looking for everything from home businesses, such as Avon and Juice Plus, to several branches of the military and employment departments. In addition, jobs in healthcare, service industries, school districts, offices, youth opportunities and more will be available.

Job seekers of all ages and stages of life are welcome at the fair.



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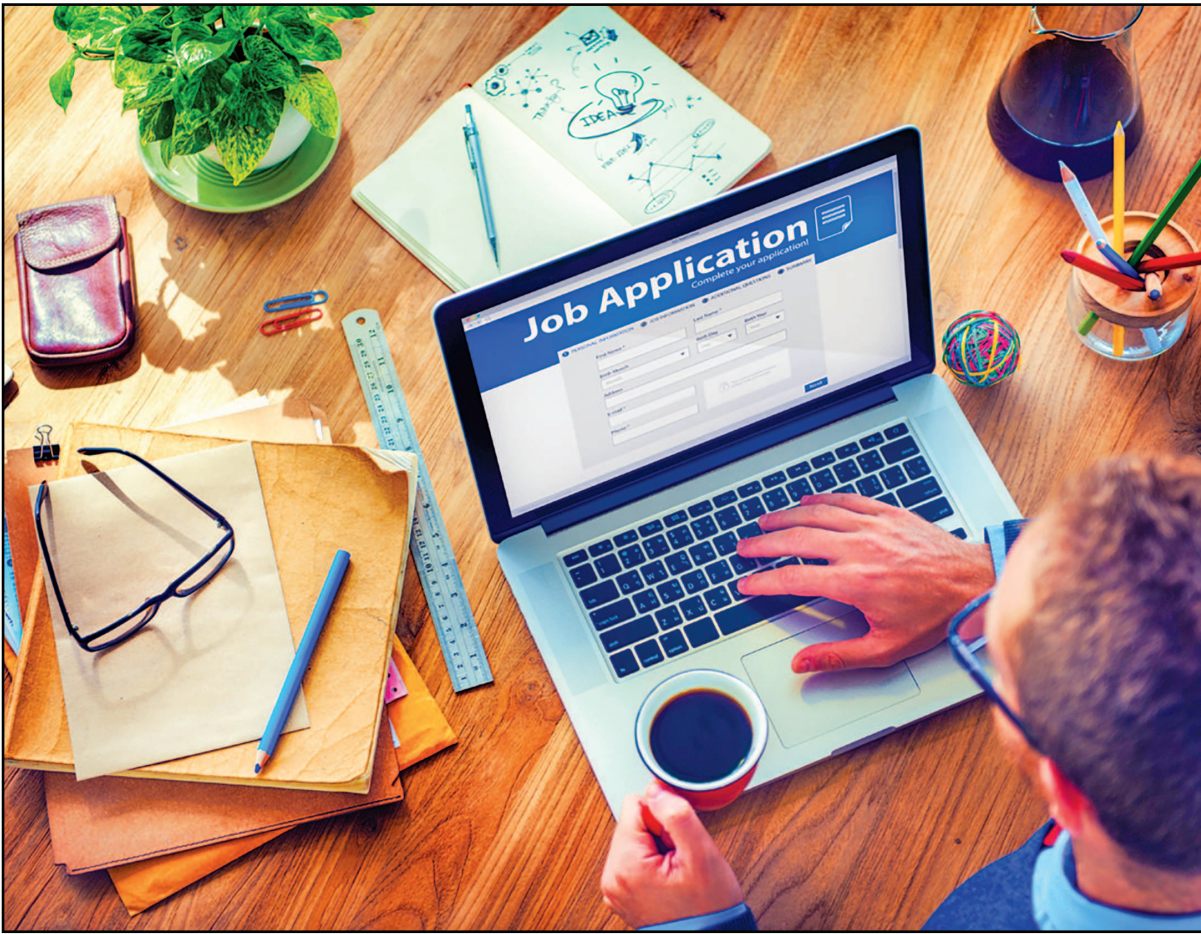
How to make a successful career change

Individuals change jobs for many reasons, including greater professional satisfaction, money or a change of location. The financial experts at The Balance say that people change jobs more frequently than many people may think, noting today's average worker changes jobs 12 times during his or her career.

It is not uncommon for workers to change careers several times in a lifetime. The notion that the job a person starts out in directly after graduation is the one that he or she will have for the rest of his or her life — or at the very least, several years — is no longer the norm. Many younger workers migrate between jobs for greater compensation and fulfillment. Older workers, too, are faced with career stagnation. A survey from the University of Phoenix School of Business found 59 percent of working adults say they're interested in taking the leap of a mid-life career change.

Once the idea for a career change has been planted in a person's mind, he or she may be anxious to jump right in. However, career coaches and other experts say that it is better to take the transition slowly and confirm that changing careers is truly the path to take. Finding the right time for the transition is equally important. These steps can help professionals as they decide if the time is right to change careers.

- Research the job market. Look into the industries for the field you are considering. Is it the right time for success in this field? Industries tend to ebb and flow. Do not leave a job only to find the next career has few, if any, openings. Job growth projections are available through



There are many things to consider when beginning the search for a new career.

resources like the U.S. Bureau of Labor Statistics.

- Assess your likes and dislikes. Another area of consideration is what you like to do. Leaving a job may be based around finding a career that caters to your interests. Make a list of the types of careers you find appealing. To get help, take a career assessment quiz online.
- Don't choose a career based on salary alone. Monster.com says that being financially strategic when choosing a new career is important,

but shouldn't be the only factor. Your personal values, experience and other factors such as family should weigh heavily into your decision as well.

- Use your network. The notion that "it's not what you know, but who you know" has some truth to it. Successful job-seekers continually expand their professional contacts. This is achieved by going to informational interviews, attending trade association meetings and reviewing trade publications. Target people who work at the companies

where you see yourself, so you can get the inside track about job openings.

- Get new skills. Learn which skills you have that are transferrable to a new career and which ones you may need to acquire. Take a course or two or sign up for training seminars. Don't immediately assume you need to return to school before investigating other, less costly avenues.

Changing jobs and careers takes effort, but the results can be worth it in the long run.

Improve your résumé often

In many ways, landing a new job is more challenging than ever thanks to the technology-driven society in which people live. Information is shared faster than ever, and applying for jobs isn't the same as it was not long ago.

One thing that has evolved is the résumé. Although creating a powerful résumé has always been a challenge, writing — or modifying one — for today's digital world requires some insider tips.

Adapting a résumé as one ages and gains experience can be advantageous. A well-crafted résumé is one way for professionals to demonstrate how their skill set is current and adaptable to today's business climate. The following tips can help improve a résumé when the time comes to move on to a new job.

- 1. Focus on your accomplishments**

Rather than focusing on job responsibilities at each job you held, gear the résumé around what you achieved in each position. This will help identify how you performed in the position, instead of just a general retelling of what you did. It can be challenging to achieve this for jobs that don't naturally lend themselves to numerically quantitative results (i.e., increased department sales by 15 percent), but it's still possible to use a résumé to illustrate your achievements.

If you have quantitative proof of how you accomplished something, certainly add it. This can include measures of profit growth, reduction of debt or increase in customer base.
- 2. Aim for the future**

Rather than emphasize what you did, highlight what you plan to do. This means giving greater weight to the expertise that will translate into your new position. Chances are you can find skills that you honed in one or more jobs that translate into credentials that can be used on another. All of the skills mentioned should be relevant to your career objective and not just added to pad the résumé. Therefore, unless your brief stint waiting tables exemplifies how you developed customer service skills, eliminate it.
- 3. Choose the right keywords**

It's important to optimize a résumé for digital scanning, which has become a major component of the employment sector. This includes using the correct keywords and phrasing so that your résumé will get "flagged." Take your cue from the job advertisements themselves and mimic the verbiage used. Replace the lingo accordingly, tailoring it to each job you apply for. Also, consult the "about us" area of a prospective employer's website. This area may offer clues about buzz words for the industry.
- 4. Set yourself apart**

Engage in activities that can improve your marketability. Be sure to list training, coursework, degree or volunteer efforts that pertain directly to the skills needed for the job to which you're applying. These additions can tip the scales in your favor over another applicant.

Résumés continue to evolve, and it is crucial for applicants — especially established workers — to familiarize themselves with the changes and market themselves accordingly.

Did You Know?

Nursing is one of the fastest-growing and longest-running occupations in the United States and Canada. The New England Hospital for Women and Children, established in 1862, was the first nursing school in the United States. The first formal nursing training program in Canada was established in 1874 at the General and Marine Hospital in St. Catharines, Ontario. The American Nurses Association was started in 1898. The Canadian Nurses' Association, formerly the Canadian National Association of Trained Nurses, was developed in 1907. These associations are national professional associations representing the hundreds of thousands of nurses across the country and are instrumental in legislative policy and the influences of health care on nursing professionals today.

