

# A Special Supplement to *Siuslaw News* Careers & Employment

## COMMUNITY CAREER FAIR 5th annual fair connects employers and employees

Thursday, March 5 • 11 a.m. to 3 p.m. • Three Rivers Casino Resort, 5647 Highway 126

For the past five years, Three Rivers Casino Resort has brought together job seekers and opportunities for employment, education and volunteering with its free Community Career Fair. The next annual fair will be held Thursday, March 5, from 11 a.m. to 3 p.m. at Three Rivers' event center, 5647 Highway 126.

"Our first year, we had 24 vendors," said event organizer Pam Hickson, recruitment specialist for Three Rivers Casino Resort and the Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians (CTCLUSI). "It's really grown from there and taken on a life of its own."

The event has evolved over time into a regional event, Hickson said. "And we're rebranding this year as a career fair. It's more than just employers."

The Community Career Fair offers over 40 businesses looking to hire, employment opportunities including summer employment, community business connections and the resources needed for a great career choice.

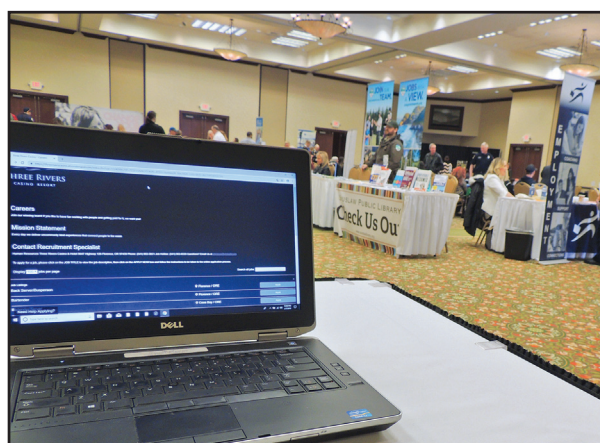
Educational careers will also be represented, as well as Summit Salon Academy PDX, Lane Community College Florence Center, Linn-Benton Community College, Southwestern Oregon Community College's culinary school and IITR Truck School.

A full list of vendors is included on page 4C.

"There's just a little bit of something for everyone," Hickson said. "If someone is changing a career or looking at moving or starting a career, it's a great opportunity to come to the fair. We also have volunteer opportunities."



Attendees at past Three Rivers Casino Resort Career Fairs have made connections for employment, education and volunteering. The annual event returns for its fifth year on March 5.



According to State of Oregon Employment Department data, the unemployment rate in Oregon continues to trend downward.

"The unemployment rate has dropped to the lowest rate we've seen since the 1970s," Hickson said. "You can't just do passive recruiting anymore. You can't just put a job on the website and expect people to apply online. You have to do more of an active role."

Through her job, Hickson attends nearly a dozen job fairs each year.

"I thought, 'You know what? There's really nothing like that over here,'" she said.

Three Rivers supported her

vision, and they planned the first fair for March 30, 2016.

"It all started because we wanted another avenue to be able to recruit, and we thought we would share the opportunity with some other folks to see if they were interested," Hickson said.

Big partners in the event each year are WorkSource Lane, which has an office at 3180 Highway 101 in Florence, and Goodwill Job Connections, 1310 Highway 101.

"They are the first stop when you're looking for a job here in the community, and regionally as well," Hickson said. "I always encourage vendors to establish those relationships with Goodwill and our WorkSource em-

ployment department here in town. They do so much. I get a lot of my applicants through those two sources."

Each year also sees a return of vendors, which allows for networking and sharing of resources.

"It's not just for the Florence community," Hickson said. "That's of course where the bulk of our vendors come from, but there are also outside opportunities as well."

All are welcome to the free event. Those seeking jobs can engage with resources offered through WorkSource and Goodwill Job Connections. Many will be able to apply on the spot through a bank of computers available for online applications

and a table and pens for paper ones.

"We encourage people attending the event to come dressed to impress, and also bring some resumes to share with potential employers," Hickson said. "It's a chance to meet one on one and put yourself out there."

She added, "The Community Career Fair is for job seekers of all ages, not just adults in the workforce. The schools this year are on board. That wasn't even a question."

Three Rivers and CTCLUSI are among those hiring in both Florence and Coos Bay.

"It's nice to be able to use the resources we have to bring new talent, but also share that with our community," Hickson said. "It really is in line with the Community Care Award we received at the Siuslaw Awards this year."

Florence Area Chamber of Commerce annually holds the awards to recognize the contributions of businesses and individuals who support the Siuslaw region.

"That's what it's all about — it's helping each other out," Hickson said. "And we're happy to give back. It's just a win-win for everyone."

Three Rivers will continue to plan for the event, with a date already set for the 2021 event.

"It's great to have the vendors here, and it's great to have the applicants coming in," Hickson said. "We're thrilled to have planned the career fair for the past five years, and look forward to a future of having these events."

For more information, visit the Community Career Fair Facebook page or [threeriverscasino.com](http://threeriverscasino.com).

## Applicants can stand out among the crowd with these résumé tips

Changing jobs can be a difficult decision to make, just as starting out fresh can be intimidating.

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 might have been as recently as a decade 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 has gained 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 are some current résumé trends that will help professionals stand out from other applicants.

### Be brief yet effective

A concise design is key. Many recruiters spend little to no time reviewing the hordes of résumés they receive. In fact, automated résumé bots may initially screen the docu-

ments to thin the crowd.

According to data from the 12th annual Mystery Job Candidate survey by CareerXroads, the average recruiter spends six seconds looking at a résumé. If a résumé is lengthy or does not attract attention, it will likely be ignored. Stick to a single-page and make sure wording is brief but meaty.

### Consider design

Design your résumé so it will look good whether it's viewed on a screen or a mobile phone or printed on paper. Classic serif style fonts (such as Times New Roman) can make a résumé seem dated, so select modern fonts that are crisp.

The idea is for the résumé to look balanced and clear, without being overdone with modifications, like italics and colors. However, bold lettering could provide much-needed attention.

### Embrace keywords

Many employers now use application tracking software to sift through the scores of résumés that are submitted for each opening they post.

Keywords make it easy for employers to sort through thousands of résumés. The right keywords will flag your résumé and increase your "relevancy score" in the main HR/recruiting software programs available.

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.

People should also adapt their résumés for each application they submit. Use some of the words listed in the initial job posting and description. In addition, look at similar job postings and incorporate some keywords listed in those ads so that you have all the bases covered.

### Highlight what you have done

Rather than listing every job responsibility and position in chronological order, use a résumé to highlight specific career accomplishments. This is a time to be your biggest fan and tell the world all of the great things you have accomplished. Remember to include evidence to

### Keep juicy details up top

Format the résumé so the most pertinent information is within the top one-third of the document. Beef up a summary statement and use it in lieu of an objective. Make sure that summary includes keywords that promote your skills and experience to potentially lure the recruiter into reading more.

### Put your own voice in the résumé

Rather than using standard verbiage on your résumé, personalize what you want to say. Hiring managers want to hire a human, not a machine. When speaking about

yourself, be sure to use strong action words that define your skills even further. HR professionals cite terms like "managed," "achieved" and "improved" as examples of positive, assertive words.

Also, 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.

### Who you know

Landing a new job is often about what you know, but getting a foot in the door is also largely influenced by who you know. Include any professional groups to which you belong or alumni associations. Who knows? The recruiter may have the same alma mater or volunteer with the same organization.

Updating a résumé with the goal of standing out among a crowded pool of applicants is a great way for job seekers to land a new job. Simple changes like keywords, phrasing, formatting and having the right skills for the job can ensure a résumé is seen by a recruiter, and perhaps even lead to a new career.

