



Issue Editor: Mary K. De Baker

**Top 5 Advantages of Holiday Job Searching!**

by Linda J. Baugh, President

According to *New York Times* Columnist James E. Challenger, “The holidays are among the best times to look for a job. Employers (except for retailers) are available, and job seekers have the advantage of not facing as many competitors as they would at other times of the year.”

Want to know the Top 5 reasons why you should increase your job search efforts during the holidays?

~Go to page 2 for the answers~



Linda J. Baugh  
President

**Job Search Success!**

**Positions obtained  
by ACE clients:**

- CEO
- President
- Administrator of  
Consumer & Community Affairs
- Corporate Trainer
- Director of Video Publishing
- Business Analyst    Paralegal
- Server Operations Manager
- Director of Safety
- Development Associate

**Where ACE clients got hired:**



**Forereach Consulting, LLC**



**Brand Strategies**



**GO Media Companies,  
Division of GOCO Inc**



**Inside This Issue**

<b>Top 10 Search Tips for 40+ Job Seekers</b>	<b>2</b>
<b>Book Notes</b>	<b>2</b>
<b>Meet Carrie Nelson</b>	<b>2</b>
<b>Thanks &amp; Recognition</b>	<b>3</b>
<b>About ACE</b>	<b>3</b>

**JOB LEADS**



**Business Journal and ACE Launch New Service to  
Help Job Seekers Find Opportunities**

Beginning November 2, 2004, Paul Sanders (Circulation Director of *The Phoenix Business Journal*) will be presenting an exclusive program for ACE clients on how to uncover fresh leads for potential employment opportunities. Using the *Journal's* Smart Reader® program format, job seekers will have access to electronic research on target companies, industries and opportunities, as well as learn how to leverage crucial information in the weekly printed version of *The Phoenix Business Journal*.



“Every bit of my experience tells me that, when implemented, this new program for ACE clients will dramatically increase their ability to uncover leads and opportunities.”

“Don’t delay acting on a good idea. Chances are someone else has just thought of it, too. Success comes to the one who acts first.”

~From “Life’s Little Treasure Book On Success”, H. Jackson Brown, Jr.

### Top 10 Job Search Tips for Over-40 Job Seekers\*

1. You are not likely to be hired by a large corporation in midlife; and you are not likely to get a job through a recruiter or HR Director because of perceptions about age.
2. Reposition yourself for start-ups, turnarounds, and in the VC Community where your value is appreciated.
3. Be specific about what you are willing to GUARANTEE to an employer based on your past accomplishments. Prove it with stories from your career.
4. Your full resume has patterns and themes of success in your career. Tell the story with quantified results.
5. Position yourself as an internal consultant.
6. Be open to project/contract-basis employment.
7. Be up on current language (i.e., Branding, Emotional Intelligence, Six Sigma, Roving Leadership).
8. Use business terms like *Return on Investment* and *Value-Add* in speaking about what you bring to the organization.
9. Who are the industry gurus? Know these names.
10. Listen and ask. You will be known for your QUESTIONS, not your ANSWERS.

\*Thanks to input from Jean Erickson Walker, Ed.D. CMF, Author of *The Age Advantage: Making the Most of Your Midlife Career Transition*

## Holiday Job Searching Advantages

(continued from page 1)

1. **Less Competition:** Most job seekers take a job-search hiatus.
2. **Even Less Competition:** Many other candidates are not available for interviews because they “go home for the holidays”.
3. **Easy to Get Appointments:** Scheduling informational and networking meetings with decision makers is easier. With the exception of those in retail, people are more accessible and, frankly, in a mood of “goodwill toward men”.
4. **Incredible Access to Networking:** Attend every holiday event possible. You will be in contact with dozens of potential referral and networking sources.
5. **Start 2005 with a New Job:** Companies that operate on a calendar fiscal year can make an offer to you in November or December to start your new job in January 2005!

### Book Notes: “WE GOT FIRED!...And It’s the Best Thing That Ever Happened to Us” by Harvey Mackay

Mackay’s refreshing and inspiring new book touts the advantages of losing a job, how to know when you are about to get the axe, and wise guidelines for job searching after losing a job. Some of his best quips include:

On losing a job, quoting Michael Altschuler: “*You can either call someone and have a pity party or find someone who can straighten out your thinking.*”

Mackay says that when out of a job, “*Your job now is to get a job,*” including:

- Create a Routine
- Expect Drudgery
- Stay in Shape
- Find a Mentor
- Make Yourself Accountable to a Plan
- Don’t Bed Down with a Single Option

Mackay points out that job search is some of the hardest work you will ever do.

“*Having a job puts bread on the table; but, compared to getting a job, having a job is a piece of cake!*”



### Meet Carrie Nelson, ACE’s Client Services Coordinator!

When you call in to the ACE office, you will be pleased to experience Carrie Nelson’s dynamic personality and high level of enthusiasm, energy, value, and service. Carrie’s natural talent for wanting to help people, coupled with her keen attention to detail, makes her a great fit as ACE’s Client Services Coordinator. She not only contributes to the success of the company, but to executives, professionals, and college graduates seeking employment in Arizona. Carrie has more than 16 years experience in business, and spent seven years at an investment and tax accounting office before joining ACE.

Carrie reminds us, “*People hire people they know. I knew Linda Baugh from a previous business relationship. We kept in touch over the years and when a need developed at ACE, she asked me to consider the opportunity, and I’m glad I did!*”

"The man who wakes up and finds himself a success hasn't been asleep." ~Anonymous

**Success Testimonials**

"Today,  
I am in a new position with the opportunity for a promotion in both salary and title in six months. The salary I was offered was exactly my "Desired Compensation" that I put on your questionnaire when I started my job search...and in the end, advice on how to negotiate between two offers!"  
~AD

"WE HIT A HOMERUN!  
I have just received the once-in-a-lifetime offer that will secure my retirement.  
Linda, thank you, thank you, thank you!  
This is the fourth career advancement that I have found since you helped me make the first crucial change back in the '90s."  
~DM

**About ACE**

We are employment and career experts who specialize in the Arizona job market. The company's mission is to assist **executives, professionals and college graduates** in achieving their career goals by providing **results-oriented, proven, personalized career and employment** services. ACE was founded in 1985 in Arizona as Linda Baugh, Ltd. The company has assisted more than 6,000 people, including individuals and couples relocating to Arizona, in obtaining new positions with local employers.

Linda J. Baugh, *President*

Pamela Roe Ehlers, *Vice President*

Carrie Nelson, *Client Services Coordinator*

Otto Siegel, *Senior Consultant*

Kathryn Baker, *Executive Coach*

Allan Brinson, *Assessment Expert*

Michael H. Mount, *Senior Consultant*

Brian Rice, Ph.D., *Executive Coach*

**Thank You!**

Thank you to the following for your referrals! We appreciate your confidence in ACE!

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- Eileen Roth
- John Spencer
- Carla Snyder
- Bill Urban
- Barb Urlaub
- Nick Vay
- Darren Wallace



Do you have a career or job-search question?  
Call to schedule a free 30-minute telephone consultation.  
(602) 381-1667

