

ACE First Ever Semi-Finalist

for BBB International Ethics Award

By Mary K. De Baker

For the first time in the history of the Central/Northern Arizona Better Business Bureau's Ethics Award Program, an Arizona firm has been named a semi-finalist for the [BBB International Torch Award for Marketplace Ethics](#) by the Council of Better Business Bureaus located in Arlington, VA.



American Career Executives® (ACE), winner of the 2005 Central/Northern Arizona Better Business Bureau's Business Ethics Award for businesses with 1-10 employees, has been selected to compete for the international award in its category. This coveted award attracts more than 1,000 entries from businesses of all sizes throughout North America. The Torch Award is "helping to illuminate the importance of corporate conscience and responsibility to upholding a fair and honest marketplace." The winner will be announced in September.

The local BBB Ethics Award is designed "to promote not only the importance of ethical business practices, but the willingness and efforts made by outstanding businesses to ensure that [the] marketplace remains fair and honorable," and is given to those companies that conduct their business practices in an exemplary ethical manner. At a time when companies like Wal*Mart and Sprint are making headlines for all of the wrong reasons, it is a high honor to be publicly recognized for the daily commitment to running an open and ethical company.

See "BBB Torch Award," page 5

Getting Interviews and Job Offers is Simple!

By Linda J. Baugh, ACE President

When you use the right words, getting interviews with decision-makers and subsequently garnering job offers is simple. Mark Twain said it best, "*The difference between the right word and the almost right word is the difference between lightning and the lightning bug.*" How would you rather impress a potential employer: as bright and brilliant as a bolt of lightning or as pesky as a little bug?

Earlier this year, we needed someone to manage all of the inquiries from potential clients and to coordinate services to existing clients — two very important responsibilities. The first keeps us in business; the second makes sure our clients are getting what they need and deserve. This need was so great, that it kept me awake at night!

See "Getting Interviews," page 4



At a dinner held at the Arizona Biltmore Hotel, American Career Executives team and friends (l. to r.): Sr. Consultant Allan Brinson, Marketing/PR Consultant Mary K. De Baker, ACE Founder & President Linda J. Baugh (holding BBB Ethics Award), Sr. Consultant Otto Siegel, former Client Services Coordinator Nancy Gibson, Al O'Connor formerly of Right Management, Vice President Pamela Roe Ehlers, Consultant Phil Hardt, and Ray Hirsch of Synergy Resources Group.



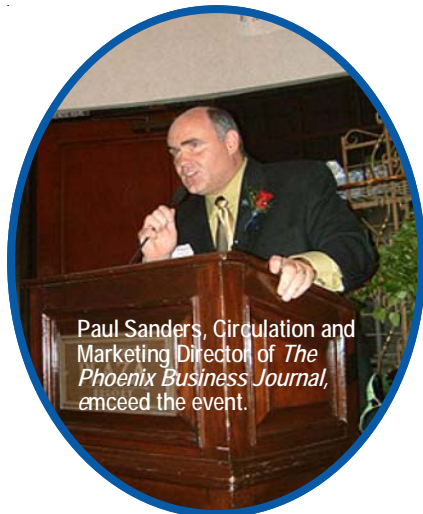
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ACE's 20th Anniversary Celebration

By Mary K. De Baker

A reception was held on Thursday, June 16th, to celebrate ACE's 20 years in business. Guests included dozens of the nearly 6500 past and current clients ACE has helped over the last two decades, in addition to strategic business partners from which ACE clients have received beneficial referrals and/or career placements. Distinguished guests, included **District 7 Representative Ray Barnes**.



Paul Sanders, Circulation and Marketing Director of *The Phoenix Business Journal*, emceed the event.

ACE Vice President **Pamela Roe Ehlers** read the poem "When You Wish Upon A Star," reminding everyone that action, not just wishing, brings about success. Afterward, the entire ACE Team surprised **Founder and President, Linda J. Baugh**, with the gift of a star named for ACE in the International Star Registry for all that she has created, embodying the company's logo, which has several stars.

Sanders introduced **Jack Chapman**, nationally known career advisor, and author of Negotiating Your Salary: How to Make \$1000 a Minute, known as the 'bible' of

Jack Chapman, who flew in from Chicago for the event, speaks to guests on "Feeding the Goose That Lays the Golden Egg."



salary negotiations. Jack believes, as Linda does, in helping people do what they love AND earn the money they deserve. Chapman presented each guest with a copy of his book, then enlightened us on



Enoch Thompson is engrossed in Jack Chapman's salary negotiation book. Chapman provided copies of his book to each of the 200 guests.

discovering the advantages of "Feeding the Goose That Lays the Golden Egg"— in other words, observing what it is that you LIKE about your job, what you want MORE OF, and the ACTION(s) necessary to get what you want.

In using networking in job search, Chapman insists, "It's not who you know, it's who knows you! Most referrals are second generation...ask for referrals in terms of the problem."

Linda and Pam presented plaques to several honorees for their many contributions to ACE and its clients. First, in recognition and appreciation for their combined generosity in helping



Nancy Reynolds (l.), who heads up the office of Lee Hecht Harrison (LHH), looks on as Pamela Ehlers (r.), ACE VP, thanks Carla Snyder, LHH VP, for the company's support over many years.

professionals & executives in career transition: **Dr. Joyce Morningstar, Partner, Synergy Business Advisors; Carla Snyder** (above, middle), **Vice President of Lee Hecht Harrison;**

plus **Jane Lance and her fine team at Right Management Consultants.**

Next, Linda honored **John Spencer, CPA, Founder and President of Fountainhead Staffing**, for his trust and quality referrals.



ACE President Baugh (l.) embraces Barbara Urlaub of AAA Professional Resume Service as ACE Vice President Ehlert (r.) holds the plaque awarded to Urlaub for her many referrals to ACE.

Lastly, for their referrals to ACE of people in career transition, the honorees included: **From the University of Phoenix, R.J. Lancaster and Dr. Bill O'Donnell; Terry Hindmarch, President, Tower Hunter Executive Search; Barbara Urlaub** (above), **Owner, AAA Professional Resume Service; Bill Rudd, Broker, Remax Excalibur; Dr. Jay McFarlane, Advanced Back Pain and Injury Center** (see page 4 for more on Dr. Jay); **Bob Rosenberg;** and **Judi Hayer.**



Bill Swartz, well-respected executive recruiter, joined Linda at the celebration.

When the party ended, Linda Baugh commented, "During the entire event, job search and networking was rampant. I love helping people get connected!"



By Pamela Roe Ehlers,
ACE Vice President

Be In The Top 3%:

Test Your Career Fitness

Changing careers or jobs can be the most demanding "job" you'll ever have. The natural tendency when you find that "right" opportunity is to celebrate, and then turn your energies and efforts to "working on the job." Your efforts to deliver value to your new employer or business becomes, and correctly so, the focal point.

But not so fast. Part of the value you bring is continued professional development and management of your career. That means allocating time and energy to work on your career, not just in your job.

Some numbers to ponder:

- ♦ The average tenure in a position is now 2.7 years.
- ♦ Only 3% of individuals actively work on their careers.

Are you ready to test your career "fitness"?
How well are you managing your career?

Check all that apply: I...

- ...have a defined Career Plan.
- ...spend at least 4 hours each week working on my Career Plan.
- ...have read a book related to my career or industry in the last 6 months.
- ...have taken career-related courses/seminars in the last 6 months.
- ...subscribe to professional journals (and read them!)
- ...have attended at least 3 professional, community or civic events/meetings in the past 3 months.
- ...read *The Business Journal* at least twice per month.
- ...know what I am good at, and I'm able to clearly articulate it.
- ...have identified areas for self-improvement.
- ...have an action plan for improvement
- ...regularly update my resume to reflect recent accomplishments.
- ...have a mentor.
- ...mentor someone else.

Next Step:

Today, before you make your work "to do" list, draft your career management "to do" list. Then make a commitment to take action this week on one item from your career management list.

See you in the "3% club!"

What is YOUR Career Question?

"Alumni Corner" is a new section of the ACE Quarterly Newsletter. Pamela will share career management tips and will answer your questions regarding any issues you may face in your day-to-day work. Submit your questions to: ALUMNI Q&A, c/o Pamela Roe Ehlers at Pehlers@amcareer.com.

Celebrating 20 Years Building Careers

Good Morning, Linda:

Congratulations! Twenty Years is an incredible testimony to your character and your skills. Thank you for inviting Kristen and me to your celebration.

Thank you, as well, for giving me the ability to search out the jobs which, ultimately, brought me here. This is so much fun; it is exciting to come to work each day.

You and Otto were instrumental in this move. Your encouragement, your support, and your training were and are invaluable. Thank you, again!

Sincerely,

Barney Rouse
C.F.O.
Phoenix Precast Products, Inc.

The ACE Team

Linda J. Baugh, *President*

Pamela Roe Ehlers, *Vice President*

Otto Siegel, *Senior Consultant*

Michael H. Mount, *Senior Consultant*

Allan Brinson, *Assessment Expert*

And, the newest member of the ACE Team:

Joi Trottier, *Client Services Coordinator*, joined the ACE team in Spring 2005. A transplant from West Haven, CT, Joi has more than eight years of experience in business development working for Fortune 500 companies such as Waste Management and Allied Waste. Joi also worked within the nonprofit sector, at the University of Southern Maine's Institute for Child and Family Policy, on a federally funded grant to reduce domestic violence



and sexual assault across the country. Having recently supported her significant other in his career search that inevitably brought them to Arizona, Joi can truly relate to what many of ACE's clients go through in their own career searches. That level of understanding, compassion and keen attention to detail make her a wonderful addition to the ACE team.

*Never give up
on what you
really want to do.
The person with
big dreams is more
powerful than the one
with all the facts.*



SPOTLIGHT ON

"We believe that every individual has the right to realize his/her highest potential, each individual has the right to enjoy freedom of choice, and a feeling of self-efficacy which can be achieved through social and physical interaction with the environment. We believe that all individuals are intrinsically motivated to develop their interest and intellect and, therefore, seek appropriate opportunities and challenges which will facilitate development."

One might think these statements belong to ACE and though we agree with

them whole-heartedly, they are, in fact, the business philosophy of Dr. Jay McFarlane.

Dr McFarlane is greatly respected here at ACE not only for his philosophy, but perhaps more so because he has been an integral part of our Referral process. Patients who come to Dr. Jay for relief of physical pain frequently talk about their *career pain*, and when that happens, Dr. Jay has the remedy—he refers them to ACE!

Dr. McFarlane's practice, Advanced Back Pain and Injury Center, is located on Tatum Boulevard in Phoenix, and has been in business since 1993. Throughout his career, Dr. Jay has held many

interesting and rewarding jobs. A former professional hockey player himself (Edmonton Oilers), Dr. Jay is currently the Team Chiropractic Physician for the *Phoenix Mustangs, Arizona Thunder, and Phoenix Roadrunners*; he is certified and licensed in the fields of Physiotherapy, Acupuncture, and is a Chiropractic Sports Professional.

We extend an extremely heart-felt **"THANK YOU"** to Dr. Jay McFarlane from all of us at ACE!



ACE Settles Into New Location

Missouri Commons
Suite 267
1430 E. Missouri Ave.
Phoenix, AZ 85014

"It is fitting to celebrate our 20th year in business in a new facility — a spacious, well-equipped 'home' to serve our valued clients," said ACE President, Linda Baugh. *"We are in a great location, easily accessible from all parts of the Valley."*



More Party Pics

A beautiful setting and decorations greeted guests on two levels at American Career Executives' 20th Anniversary Celebration.



Even the roses reflected the evening's theme!



Getting Interviews

(Continued from page 1)

As an employer, I hire someone because I have NEEDS. I have PROBLEMS that must be solved; I have business plans that need to be implemented. I wanted a bright, brilliant, professional person to take care of my needs, solve my problems, and implement new business plans. The only reason an "opportunity" existed to begin with was because of my NEEDS.

Think of this when you approach a potential employer as a jobseeker—rather than asking about "openings," "positions available," or "opportunities," choose the words that will be music to the employer's ears. Speak to them about their NEEDS, the CHALLENGES or PROBLEMS that they face, and the VALUE you will bring as a CHANGE AGENT who's ROI (RETURN ON INVESTMENT) will be realized based on your ability to get results. Heed the wisdom of Mark Twain and be brilliant like a lightning bolt rather than pesky like a bug by using the right words!

"Don't forget to send 'Thank You' letters."
-Jack Chapman-

ACE Honors Clients and Referral Network to Celebrate 20th Anniversary!

"For 20 years a cadre of generous professionals have provided a referral network to benefit ACE clients and to help their colleagues, friends and family members obtain the assistance they need to build successful careers," reports a grateful Linda Baugh, ACE President.

To honor the wonderful clients and the referral network that has helped them achieve career successes, ACE will profile one client from each 5-year period of its history; as well as one of our distinguished referral network professionals.

Client Honoree: Don Mowry

This quarter, ACE is honoring Don Mowry. A client since the 1990s, Don has made [four successive career advancements](#) working with American Career Executives.

Donald E. Mowry

September 1, 2004

Linda Baugh
American Career Executives
2400 E. AZ Biltmore Circle, Suite 2230
Phoenix, AZ 85016

WE HIT A HOME RUN! I have just received the "once in a lifetime" offer that will secure my retirement!

I am so excited! As I told you on the phone, every step of the way in the interview and negotiation process, I was able to show more and more value so that the final offer was a management position *waaaaaay* above the "open" position that I had contacted them about! Thank you for teaching me how to do that. My investment with American Career Executives has come back to me more than ten-fold!

By the way, I hope your other client that I spoke to is successful with the contacts I provided for him with SRP and APS. Let me know how he is doing and if I can be of any further assistance!

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 1998. That first job change changed my future and set me on the path that has led me to the opportunity I have today. Every time since then, you were there to help me make the next big step in my career.

Please let me know if there is anything further I can do to help you or any other of your clients! What goes around comes around!

Thanks again,

Don

Don Mowry

BBB Torch Award

(Continued from page 1)

ACE helps clients get placed in new career positions, and has helped others launch successful consulting businesses, buy businesses, or find business partners to achieve their personal and financial goals. Clients also benefit from a long-term relationship with ACE to help them manage their careers once in a new job.

[Editor's Note: Baugh believes it is "...our privilege and passion to help people get what they deserve in life."]]

Thank You!

Thanks to the following for your referrals! We greatly appreciate your confidence in ACE!

Sandy Adler	Jim Holmes
Roselyn Bankston	Kay Kleinsmith
Carig Bartholomew	Tom Kurtz
Cheryl Berklich	Butch Leiber
Joel Bez	Joyce Morningstar
Sandi Britton	Larry Pearlman
John Chichester	Linda Rushton
Jim Clark	Cynthia Smith
Phil Cook	Brooke Stainton
Dian Daniel	Bill Swartz
Lauri Dowdy	Allan Ulrich
Reggie Dye	Alden Ulrich
Rose Griego	Barbara Urlaub
Judi Hayer	Lee Vikre
Terry Hindmarch	Clay Vollmer
	Kathrine Webster
	John Spencer, Fountainhead Staffing
	Synergy Business Advisor, llc
	Lee Hecht Harrison

Job Search Success

Some of the positions obtained by ACE clients

CFO	President
Vice President	Controller
Property Manager	Program Manager
	Program Coordinator
	Senior Engineer
	Business Developer
	VP of Finance & Administration

Where ACE clients got hired



R&R Partners

Chatham's
Fine
Chocolates



CTG

Arizona
Humane
Society



First American
Title Insurance Company

GENERAL DYNAMICS
Strength On Your Side™

Phoenix Indian Medical Center

PHOENIX
COMMERCIAL
PROPERTY





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20 YEARS BUILDING CAREERS 1985-2005



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