

# employmentEdge

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## Top Ten Ways LinkedIn Can Help You Get Hired

by Darrell DiZoglio, [www.ezinearticles.com](http://www.ezinearticles.com)

LinkedIn is the revolutionary networking website that has been trying hard to unite and empower all professionals since 2003. I can promise you, if you expend some effort on LinkedIn, you will get a fine return on those efforts for years to come. Creating a complete LinkedIn profile may seem daunting at first, but chip away at it in stages during your normal downtime and before you know it you are done. Fortunately, all your existing contacts can be instantly transferred and you can cut and paste your resume, so it is not all that hard. After that you want to focus on making relevant connections, getting recommendations, best answer awards and enhancing your profile with attached documents like some recommendation letters, PowerPoint demonstrations, audio files or more photos. Think of it like a modern day career portfolio that just happens to be on the Internet.

As promised, here are the top ten ways LinkedIn will help job hunters:

1. The most obvious and powerful empowerment is through the new doors opened by personal networking.
2. The advanced people search means you will always be able to proactively search out new opportunities.
3. You will usually be able to find a specific person's name to send introductory cover letters.

*See Top Ten Ways, Page 4*

## opportunity Spotlight

**37243 - Technical Writer** - Chesapeake based government contractor has an immediate need for a Technical Writer. Must have extensive experience in writing technical manuals. The right candidate must have integrated logistics experience including planning with a background in Defense Acquisition. Bachelor's degree in Engineering or related technical discipline. Familiar with MIL-DTL-24784B(SH) and MIL-DTL-24784/4B(SH) helpful. Contact Brenda Bigelow at 757-518-8600 for more information.

**52124 - Legal Assistant** - Well-established Southside firm in need of experienced Family Law legal assistant to support several attorneys. Candidate must have prior experience with contested and uncontested divorces, separation agreements, and guardian ad litem work. We are searching for a top-notch legal professional with above average computer skills, great organizational skills and who enjoys delivering a quality work product. Hours 8:30 to 5 pm, great work environment and benefits with firm after temp to perm period. We offer you benefits during your assignment! Position pays \$35,000 - \$38,000. Contact Joyce Diaz at 757-518-8600 for more information.



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Southside  
757-518-8600  
Norfolk

**DonRichardAssociates**  
Your Staffing & Recruiting Partner in Hampton Roads

Peninsula  
757-873-0447  
Newport News

*opportunity, continued from page 1*

**37248 - Accountant** - Local retail company is looking for an experienced accounting professional to join their team. Must have 3-5 years working in a corporate and/or combination of corporate/CPA environment. Responsibilities include general ledger for multiple related companies to include journal entries, account reconciliations and financial statement preparation, cash management and reporting for 19 entities, and A/P for multiple related companies. Must have advanced Excel skills including the use of pivot tables. Great Plains software knowledge is a plus. Contact Liza Parker at 757-518-8600 for more information.

**37249 - Senior Accountant** - Established firm on Peninsula in need of senior accounting professional. Successful applicant will be a CPA or CPA candidate with 4+ years experience working with financial statement preparation, corporate and individual taxes, knowledge of government contracts and construction job costing. Prefer someone who has worked for CPA firm. Company has a strong benefits package to include health, life, short term disability insurance as well as lucrative 401k match. Contact Sam Morton at 757-873-0447 for more information.

**52137 - Medical Biller** - Norfolk not for profit is in need of an experienced Medical Biller. The right candidate must have experience in Medicare & Medicaid as well as collections. Experience in appeals a must. Medisoft experience is a plus! Contact Brenda Bigelow at 757-518-8600 for more information.

**52144 - Paralegal/Legal Secretary** - Local law firm seeking experienced Family Law paralegal to handle a combo role with legal secretarial duties. If you can support two attorneys and have minimum of 5 years family law experience, please apply! Great benefits, business casual work environment and reputable firm. Strong communication skills and ability to work well with Microsoft Office is a must. Timematters experience a plus! A great position working for great attorneys! Contact Joyce Diaz at 757-518-8600 for more information.

**37131 - Chief Financial Officer** - Government contractor is looking for a CFO to direct and oversee all of the financial activities of the company. Provides leadership to the accounting department staff and coordinates the preparation of current financial reports, accounting, budgeting, payroll, auditing, tax planning and analyzing financial data to direct financial strategy, planning and forecasting. Qualified candidate MUST have government accounting/contracts and interaction with DCAA & knowledge of FAR. Knowledge of ESOP plans a huge plus. CPA plus at least 8 years of financial management experience. Contact Liza Parker at 757-518-8600 for more information.

**52161 - Accounts Payable** - Local company in need of experienced accounts payable person to input data into SAP system. Successful applicant must have experience with SAP. Position also requires experience working with accounts payable and must have extremely strong data entry skills. Contact Sam Morton at 757-873-0447 for more information.

*See opportunity, page 3*

## **Employee of the Month**

Congratulations *Suzanne Higgs!* You have been chosen as Don Richard Associates' November Employee of the Month for doing such a great job at *R2R Associates, LLC* as a *Marketing Assistant*.

opportunity, continued from page 2

**52141 - Legal Assistant** - Stable law firm in Norfolk is seeking an entry-level Legal Assistant/Receptionist with strong written communication skills interested in growing with a firm. Must have a 4 year degree and transcripts. Looking for an upbeat, customer service driven individual who enjoys administrative tasks and communicating with clients. Attention to detail and ability to follow instructions a must! Prior legal document preparation experience is necessary and should have strong Word skills. Hours 9 am to 5:30 pm, occasionally until 6:00 pm. Free parking, non-smoking environment. Contact Joyce Diaz at 757-518-8600 for more information.

**37241 - Controller** - Large hospitality organization is seeking a strong finance and accounting professional with strong food & beverage/hotel industry experience. CPA is preferred and at least 10 years of senior-level accounting experience. Strong leadership qualities is required. Will be responsible for overseeing and managing all accounting functions for a \$30 million operation. Solid supervisory skills a must. Must be detail oriented, able to multi-task and handle multiple computer & software systems. Contact Liza Parker at 757-518-8600 for more information.

**52111 - Legal Assistant** - Well-established local law firm is in search of a seasoned legal assistant with 10 years of experience supporting criminal defense and traffic caseloads. Must be professional, a true go-getter and enjoy a fast-paced practice. Strong Microsoft skills a must along with great attention to detail and strong communication skills. Firm offers a competitive benefit package after temp to hire period. We offer you a great benefit plan during that timeframe! Please apply if you have 4 years experience or more, local court experience A+! Contact Joyce Diaz at 757-518-8600 for more information.

If you or anyone you know are interested in these positions, please contact the appropriate recruiter. Please visit [www.donrichard.com](http://www.donrichard.com) for **additional** career opportunities.

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## Pumpkin Chipotle Soup

### Ingredients:

2 tablespoons butter  
2 tablespoons all-purpose flour  
4 cups vegetable stock  
1 (29 oz) can pumpkin puree  
2 chipotle peppers in adobo sauce, minced  
1 1/2 cups half-and-half cream  
2 tablespoons sofrito  
1 tablespoon Worcestershire sauce  
1 teaspoon salt  
1 teaspoon paprika



### Directions:

Melt the butter in a large saucepan over medium heat. Stir in the flour and cook until the flour has turned golden brown, about 3 minutes. Whisk in the vegetable stock and bring to a boil over high heat. Whisk in the pumpkin puree until no lumps remain, then add the chipotle peppers, half-and-half cream, sofrito, Worcestershire sauce, salt and paprika. Return to a simmer, then reduce heat to medium-low, and cook for 8 minutes until thickened and hot.

[www.allrecipes.com](http://www.allrecipes.com)

4. The Questions and Answers Forum allows you to have job hunting questions answered by the experts.
5. Many job listings are exclusive to LinkedIn because higher quality candidates are being recruited there daily.
6. Get the inside track to your next job opportunity by knowing: "Who is in my network at this company?"
7. Your profile is a powerful marketing tool and is found in the search results from Google, Yahoo and Bing.
8. You can easily pursue employment opportunities on LinkedIn in stealth mode without your employer knowing.
9. LinkedIn groups allow you to focus in on your profession, job hunting and those areas where you need help.
10. Employers and Recruiters always search for candidates on LinkedIn and routinely examine LinkedIn profiles.

Personal networking has always allowed people to get the inside track to any job. When you use a great introductory cover letter along with your resume which references your inside connection you are no longer a stranger. Frankly, there is so much success using this technique, I often wonder why folks bother to submit resumes to any job postings where the employer is not even identified. Many of those postings are purely for information gathering purposes (resume databases, marketing list sales and telemarketing list sales) especially where they can post free job postings like Craigslist. In summary, you cannot afford to not be on LinkedIn because the results you get there with a quality profile are so much better.

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## **November Events in Hampton Roads**

Veterans Appreciation Weekend -  
November 7th - 11th

Founders Illumination at The Founders Inn  
- November 29th

Star Parties at the Virginia Living  
Museum - November 14th

Coliseum Central Holiday Parade -  
November 21st

Indian River Christmas Craft Show at  
Indian River High School -  
November 21st - 22nd

Trad. Thanksgiving Family Dinner at The  
Founders Inn - November 26th

Sailing with Santa at the Virginia Aquarium  
- November 28th



## The Top 10 Job-Search Personal Branding Mistakes

By Brenda Bence, [www.ezinearticles.com](http://www.ezinearticles.com)

Employers want to know why you are the best choice for the job. Should they hire you or another candidate? But here's a surprising truth: The person who truly connects with the interviewer is most likely to get the job - even over someone who might be more qualified. That's where your personal brand comes in.

Maybe you're thinking, "A personal brand? I don't have one or even want one!" Reality is, though, you *do* already have a personal brand whether you realize it or not. Just by being you in interviews, on the job, or wherever you present yourself, you have a personal brand. Defined as "the way you want people to perceive, think and feel about you in relation to others," your personal brand is alive and well and exists in the minds of other people - including interviewers. That's why it's important to take control of your brand, to make sure you make the impression you *want* throughout your job search.

So, learning to master your personal brand is key to success, and one way to do that is to avoid the Top 10 Job-Seeker Personal Brand Busters™. These, listed below, are among the most damaging mistakes that job seekers make when looking for a new position. Avoid these Busters™, and you'll communicate a more powerful personal brand to potential employers before, during, and after your interviews.

In your job search efforts, have *you* committed any of these Job-Seeker Personal Brand Busters™?

- 1. Not paying attention to your personal brand on the Internet.** Chances are, your interviewer or future boss will search for your name on the Internet prior to your interview. So, think twice before posting those wild photos from Mardi Gras on Facebook. If you blog or use Twitter, pay attention to what you say. Avoid writing negative comments about others (especially former employers and coworkers), and steer away from profanity and strong opinions.
- 2. Not visiting the restroom prior to your interview.** Ok, let's get the obvious out of the way: You definitely don't want to squirm in your chair because you haven't had time to go to the restroom before your interview! But you should also use a quick pop into the restroom to make sure your hair is neat, your suit hasn't picked up any lint, and everything is in its proper place.
- 3. Answering a question without taking the time to think or before fully understanding the question.** Let's say you're in an important interview, and you're asked a question that takes you by surprise. You're not sure how to respond, but you feel you need to say something right away to make you look confident. So, you just start babbling, spouting out whatever comes to mind. The truth is that interviewers actually prefer that you pause for a few seconds to think of a good answer before you speak. If you rush to answer every question, you run the risk of saying something you don't really mean.
- 4. Only looking at one interviewer when there are two or more interviewers in the room.** Job seekers tend to look at the interviewer who is most expressive or seems the most receptive. But if you're interviewed by more than one person, make sure you look at everyone in the room when you speak. Make eye contact with one interviewer for a few seconds, then shift to another and another in order to connect with all of them.
- 5. Talking only about what you want out of the job and not what the company needs or wants.** The employer is more interested in what you want from the job, answer the question intelligently, but don't go on and on about all that you're hoping the company can offer you.

*See The Top Ten Job-Search, Page 4*

6. **Speaking negatively about your current or former employer.** This was confirmed in a survey of interviewers and recruiters conducted by Careerbuilder.com where 49% said that the worse interview offense is speaking negatively about a former boss. Saying something mean-spirited about a former employer will leave a bad taste in an interviewer's mouth, so find a way to shed some positive light on your current or previous company and boss.
7. **Asking questions about pay and benefits during an initial interview.** Recruiters say they immediately read that kind of question as a sign of someone with little experience. It's okay to ask an employment agent or recruiter about salary and benefits, but an initial interview isn't the right time to ask those questions unless the interviewer brings it up. You can cover those subjects once you're further along the interview process.
8. **Not asking questions in a way that helps sell yourself.** Ask questions in a way that highlights your strengths. For example, you could ask something like: "Given my experience managing big projects in my current job, do you see opportunities for someone like me to take on a project manager role here, too?"
9. **Not being prepared with good, thoughtful questions to ask at the end of an interview.** Being prepared with smart questions about the company and the job will show you've done your research. It demonstrates that you want to be a part of the organization and that you're taking the process seriously.
10. **Beating yourself up if you don't do well in an interview or if you don't get the job.** You may have done better in the interview than you think, and the company's reasons for not choosing you may have nothing to do with you at all. The company might have decided to eliminate the position entirely, or they may have chosen someone from within. So, don't let a less-than-stellar experience turn you into a pessimist. Stay positive! Evidence shows that people who are optimistic about their job search actually get jobs more quickly.

Benefit from the mistakes of others, and take these Job-Seeker Personal Brand Busters™ to heart. Learning to manage your personal brand will help you make strong connections with your interviewers and ultimately land a great new job.

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## Payroll Notice

Thursday, November 26, 2009 is Thanksgiving Day. Both Don Richard Associates' offices will be closed, as it is one of the recognized DRA holidays. All eligible employees will receive holiday pay, if you are unsure if you qualify for holiday pay please contact your recruiter who will be able to assist you.

Our offices will reopen on Friday, November 27, 2009. Those employees that wish to pick up their paychecks may do so at this time. *With this being a short week, it is imperative that you turn in your timecard by Monday morning, November 23rd, 2009 before 9:00 AM.* If your manager is not available to sign the timecard on Monday, please send the unsigned copy for payroll processing, bearing in mind that we will need the signed copy of the timecard in order to release your paycheck.

You can turn your timecard into payroll@donrichard.com or you can fax it to 757-518-9436 if you are on the Southside or 757-873-8294 if you are on the Peninsula. If you fax in your timecard, please call the appropriate office to ensure it was received.