

Job hunting more difficult for foreign students here

United Press International
HONOLULU — As coordinator of Career Development and Placement at Brigham Young University-Hawaii, H. Calley Hanenberg travels some 17,000 miles a year to the Far East, Southeast Asia and the Pacific Basin.
 BYUH has a large foreign student enrollment and Miss Hanenberg arranges job interviews for students in their home countries.
 She has contacts with personnel directors at banks, account-

ing firms, educational institutions and government agencies as well as travel industry businesses and restaurants.
 "I try to line up employers so that when a student graduates he or she can establish contacts within their home countries," she said. "I give the students contacts, and the interviews determine whether they get placed or not. The fact that nationals are going home to work really pleases me."
 For foreign students studying elsewhere, she offers some

advice if they intend to return to their homeland to seek employment.
 "There are five basic prerequisites I consider most important," Mrs. Hanenberg said:
 — Complete a course in a viable area — "something the student's country needs or has a demand for."
 — Besides earning good grades, "The student should research early on what he or she wants, and do homework on it. Begin as a junior by writing the companies for information and interviews. No matter what the economic conditions, companies are always looking for good people."
 — Bone up on interview skills.
 — Make contacts prior to returning home.

— Follow through on contacts.
 Mrs. Hanenberg said students who earn advanced degrees "carry a lot more weight. Many firms won't look at a BA (Bachelor of Arts) degree." Also, multinational companies are interested in students who hold several visas.
 One area where countries need help now is in hotel management.
 "It's an extremely viable area," she said. "Hotels are going up all over the place."
 Mrs. Hanenberg said she delights in watching the transformation of foreign students from unsure freshmen to mature seniors and candidates for advanced degrees.

Road to top not lined in conventional advice

By Glenn Kaplan
United Press International
 The real rules of success are worlds away from the oversimplified cliches we grow up with and so often read in those "how to succeed" manuals.

In interviews with hundreds of top executives on achieving success in business, I found I had to bury most of the conventional wisdom and advice.
 The way to get ahead depends on the career you enter and how well you can play the special rules you'll find there.
 Some examples from my book, "The Big Time: How Success Really Works in 14 Top Business Careers":
 — **The early bird catches the worm.**
 Not if you're in the recording industry where you can't even rouse a secretary until 10:30 or 11 a.m. That's because in pop music, it's the LATE bird who catches the talent — performing in the wee hours of the morning under less than businesslike conditions. Nothing succeeds like success.
 Famed management consulting guru Bruce Henderson failed his way to the top of his field. Twice caught in political crossfire, he was twice fired.

Unemployed at 47, he did not hear his phone ringing off the hook with offers. He took a friend's advice and began selling his experience as a free-lance consultant.
 Today Henderson's firm, the Boston Consulting Group, has offices worldwide. And his phone doesn't stop ringing.
 — **Never take a new job unless it raises your salary.**

About 10 years ago, a Wall Street analyst in his mid-20s turned down a \$6,000 raise from his staid old firm. Instead, he went down the street to a younger firm — but at his old \$18,000 salary.
 His gamble paid off. Within a year, profit sharing raised him to \$42,000, a year later to \$81,000. Today Peter Cohen is chief executive of the mammoth Shearson-American Express, and earns in excess of \$500,000 before bonuses and other perks.
 — **You've got to dress for success.**
 An ad agency copywriter made a point to wear pinstripe suits to meetings with an important corporate client.
 But once the client called an emergency meeting on a day when he was wearing blue jeans. Expecting to see his credibility evaporate, he cowered

into the client's pants office.
 After the jokes about him had quieted down, the client called him aside. "It's good to see you looking like that," he said, "we were beginning to wonder if you were really creative."
 — **It's not what you know but who.**

Real estate millionaire Atlantic owner Mort Zuckerman didn't know a soul in law school when he finished school in law and business. But he kept pestering head of a Boston real estate firm for an interview.
 Finally, he called and insisted, "I've spent 15 years building the most impressive resume he's ever seen. At least he can do it."
 Young Zuckerman got a job at \$8,750 per year. By age 30, he had earned a percentage of the firm's profits and was already a millionaire.
 The list could go on and on. However, the only rule of success is that there are no all rules.
 Your success or failure depends on how well you understand the way the work in the particular case you choose.

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