

Job-search pros offer tips; liken job hunt, courtship

United Press International

CLEVELAND — The job hunt resembles the courtship ritual — success brings incredible highs while repeated rejection can undermine a person's self-confidence.

Long, dry spells come more often than anyone cares to admit.

Job-search consultant Phyllis Martin says, "Job seeking can be as fun as courtship if you do it right."

There's the problem. Should a novice job-hunter dress for success, or just make sure he has the proper parachute?

"I wouldn't limit myself to any one approach," said Martin, a Cincinnati-based jobs consultant, in a telephone interview.

Many college students graduate with a degree but limited work experience. That should not keep them from getting a job, Martin believes.

"Experience isn't limited to work experience," she said. A spelling bee champion can easily qualify for a proofreading job, for example, or someone with a perfect driving record could make the perfect delivery driver.

Don't look only at large companies, Martin said, because many new jobs are in smaller, emerging industries. Make sure you look and sound your best, and never, never ask for a job.

"It's the biggest turnoff there is," said Martin, a former employment counselor and the au-

thor of "Martin's Magic Formula for Getting the Right Job."

Instead, tell prospective employers that you're interested in their organization, and let them know what you can do for them.

Failed interviews can also help the job hunter make contacts, and can be useful in other ways as well, Martin said. If you're turned down, ask the interviewer how you can improve your presentation.

Many employment personnel know where the jobs are, she said, so ask them who's hiring if they're not. When you use their suggestion, you have a name to give the next interviewer.

As many recent college graduates know all too well, the job hunt can drag on for months, with morale taking a corresponding plunge.

"People who are looking for work tend to think there's something wrong with them," Martin said.

A "buddy system" can help. Job hunting with a friend — which does not mean going to interviews together — can give you a lift as well as someone to help out with the grunt work in-

involved. The friend can also force you to keep to a schedule, she said.

The "cold call," in which a prospective employee drops in unannounced, is best in the current job market because "the employer can see you," she said. "You took the time and trouble to come in."

That personal touch makes the job hunter stand out from the masses, she said. Use a name on the cover letter, not just "Dear Sir or Madam." Research the company, and let them know (subtly) that you have.

"You're casing the company with good intent," she said.

The job hunter should schedule as many interviews as possible. That way, "You don't go home and get discouraged. Looking for a job is a full-time job."

Alan Schonberg, president of Cleveland-based Management Recruiters International, said the future job-hunter must have some idea before graduation day of what he or she is looking for.

"You can always switch direction at any time," he said. "Having the goal is the most important part."

Once you have it, go for it full blast. Read the want ads, send out cover letters and resumes, ask friends for ideas, make follow-up calls, drop by the company — especially drop by the company.

Contacts are invaluable, Schonberg said. "People do hire on that basis."

Once in the interview, "being open, being honest, being natural are your greatest assets," he said. If you're nervous, tell the interviewer, and don't worry about revealing your inexperience.

"Older, experienced people are nervous in interview, too," he said. "It's like putting yourself on trial."



PHOTO By Dan

Jess Arie, 12, (front) from College Station, beats out Doug Bond, 12, from Bryan, in their moto Sunday

at the Star Track BMX motorc park just east of College Station on Highway 6.

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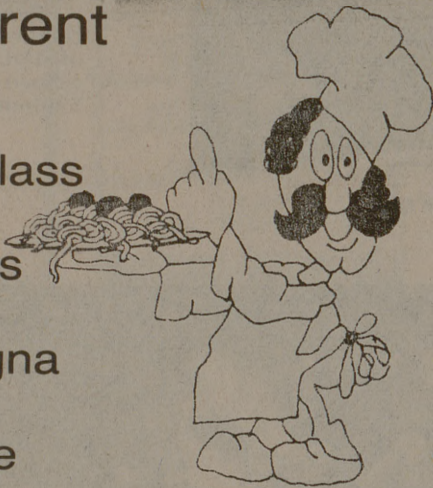
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FBI trains anti-terrorist squad

United Press International

WASHINGTON — With the memory of the 1972 Munich Olympics still lingering, the FBI is preparing a crack Hostage Rescue Team for potential terrorist acts at the summer Olympics in Los Angeles.

The FBI's 50-member team of specially trained agents put on its first public demonstration Friday to show off its newly honed skills to deal with "major scale terrorist incidents."

"The memory of the tragedy of Munich is still very much among us," FBI Director William Webster told reporters who watched the demonstration at

the FBI Academy at Quantico, Va.

Eleven Israeli athletes were killed by Palestinian terrorists at the 1972 Munich Olympics, prompting a call for elaborate security measures at future games.

The FBI's team will be based in Southern California for the Olympics in July, and also will be deployed to the national political conventions in Dallas and San Francisco this summer and to the World's Fair in New Orleans in May.

Webster said he authorized the special team in early 1982 because he realized there was a

gap in the nation's anti-terrorist planning.

He said the FBI's SWAT teams and special state and local units could not deal with major terrorism, and using the military would require presidential approval.

Webster stressed the team is civilian, not military, and that its primary mission is "to save lives." Members of the team spend about half their time working on other FBI cases.

"We think it important that a team like this never think of themselves as above the law or different from other agents," Webster said.

The team conducted an out-

door demonstration to show it would rescue them from a mock bank, sliding ropes from a hovering helicopter and setting off direct explosions.

In one demonstration, ten men stood in a complete room as team members fired dozens of rounds of ammunition into two cardboard boxes. Team leader Danny O'Connell and assistant FBI Director "Buck" Revell sat behind dummy figures.

In another demonstration, reporters watched as members of the team, dressed in black jumpsuits and wearing machine guns, rescued them

Tiny brewery makes famous beer

United Press International

STEVENS POINT, Wis. — When the telephone rings at the Stevens Point Brewery, President Ken Shibilski or his 78-year-old father, Felix, might answer.

"There's only three of us in the office here," says Ken Shibilski with a smile. "So it depends on who is available to answer the phone. We have a hard time finding titles since each of us is involved in everything."

The Shibilskis and their 29 Point workers brew and distribute Point Special, what one taste-testing panel rated the best beer in America and the second best in the world.

That ranking is an accomplishment. But what may be even more of a surprise is the

firm's survival in a decade when the Beer Barons and their major breweries — the elder Shibilski calls them "the big birds" — grabbed larger shares of the market.

Five decades ago there were 750 national breweries. Now there are less than 50. Ken Shibilski cited conservative management, loyal workers and community ideals to Point's success.

"It's all part of the whole community of Central Wisconsin," Shibilski said. "There's a lot of hard-working people, proud of what they do. There's certain ideals in this area — and we're proud of them."

Those ideals, said Felix Shibilski, have been at work since the brewery began in 1857, one year before the birth of the city. Felix

has been there for 53 of those years.

In 1930 the brewery took a chance hiring him. Fresh out of the local business college, Felix "Phil" Shibilski was hired as an accountant. He worked his way up to president.

He still puts in five hours a day, making certain his son and the others stay true to tradition.

The "big birds" haven't devoured this small brewery, he says, because "we put out a good glass of beer, continuously, and we have good public relations."

In 1973, Chicago newspaper columnist Mike Royko conducted a test which gave Point the kind of publicity money can't buy. It shocked the big birds and put Point on the international beer map.

Of 22 beers scrutinized by a taste-testing panel, Point Special ranked first in the nation and second in the world, behind only Wurzburger of Germany.

"That sure surprised a lot of people," Felix Shibilski said.

It also increased sales by about 20 percent, said Ken Shibil-

ki. all of a sudden, beer drinkers across the Midwest, and especially from northern Illinois, flocked to Point Special. The city mushroomed and the gained national media attention.

Trans World Airlines requested 200 cases of beer a week for passenger consumption.

The temptation to expand production beyond the brewery's 50,000-barrel capacity was great. But the conservative nature, management said "no."

The message was clear: "forget it if it hurts drinkers."

TWA was turned down because its request would have depleted the local beer supply.

The Shibilskis don't regret the decisions. They say primary commitment is local community.

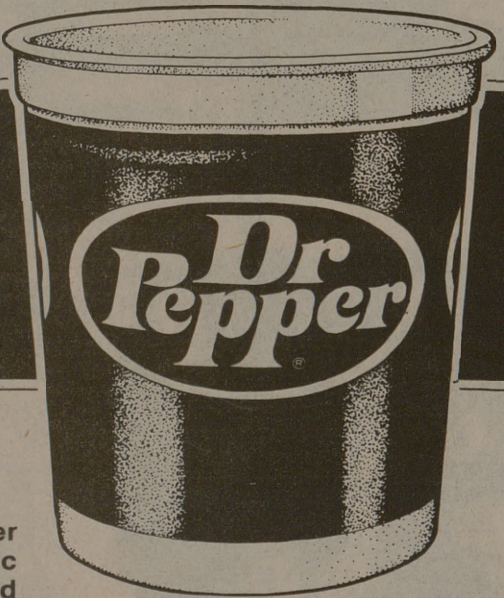
Since the early 70's, the brewery has slowly expanded its local 40-mile radius. Sales manager Tom Thompson said now distributed to about 10 percent of Wisconsin.

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