

# SAN ANTONIO CHAPTER "NEWS"

ASSOCIATION OF GOVERNMENT ACCOUNTANTS

## November 2007 Newsletter #5



2007-2008 Board Members are listed by position presented in this Newsletter. Secretary Angela Brown ([assetcountonme@aol.com](mailto:assetcountonme@aol.com)).

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**In the News: Future AGA National Conferences, Training Opportunities, GASB Hearing on Derivatives, and Words that Sabotage your Resume.**

**President Message & President-Elect Message -  
*Ernest Dabon* ([Ernest.Dabon@us.army.mil](mailto:Ernest.Dabon@us.army.mil))**

and

***Gwendolyn, Sewell, CGFM* ([Gwendolyn.Sewell@brooks.af.mil](mailto:Gwendolyn.Sewell@brooks.af.mil))**

Hello everyone. We would like to thank everyone who has supported our efforts this year in our continuance of the San Antonio Chapter. All of our board members have put forth a lot of effort in organizing our annual program and we're sure you will find something that interest you, and come and join us at one of our many luncheons. This week our chapter signed up for and participated in the National AGA Audio Conference where each participant earned two Continuing Professional Education credits. The theme of the conference was "Tools for Performance Audit Efficiency". Everyone who attended spoke highly of speakers and their presentation slides. Not only was the conference well presented, the contents are sure to enhance the accounting skills of the approximate 1,700 listeners. It's great to know that so many people are interested and support their local chapters. We would also like to extend a special thanks to "Padgett, Stratemann & Co., L.L.P., Certified Public Accounts and Business Advisors for hosting our organization. We would also like to give special thanks to Mr. Santos Fraga, Jr., CPA and Ms. Joanna Baltierra, CPA of the firm for working directly with our group. We, AGA, really appreciate you and your firm's efforts in support of our Association. Thank you for providing the accommodations, technician, nouvelle cuisine and breathe taking view. The atmosphere made it easy for the attendees to sit through the continuing professional education presentations. Thanks once again and good future with your new merger. We have two more conferences scheduled for next year during the month of March, Hope to see some of you there. Happy Thanks Giving!

**TX OK Regional VP-Elect Message by Helene A. Baker, CGFM, CFE**  
[HeleneBaker@satx.rr.com](mailto:HeleneBaker@satx.rr.com)

As the November month starts with State of Texas Constitution Amendments the AGA National Office is focusing on the "Transition in Governance 2008" and joining members of the Government Performance Coalition in dialogue and debate on budget, management and performance issues in government to help shape the agenda in the 2008 presidential election. Many government leaders will be leaving their positions and a capture of their initiatives is the center focal point of this coalition. This project will use web-based survey tools in pursuing what groups and federal managers ideas are going forward and the final report will be made available by each coalition member. Coalition members include American University School of Public Affairs, American Society for Public Administration; Council for Excellence in Government, George Washington Center for Innovation and Public Service, IBM Center for the Business of Government, Mercatus Center, National Academy for Public Administration, Performance Institute and Partnership for Public Service. This is an exciting year to be involved in your local chapter activities and becoming leaders within your chapters. Next year will bring about AGA Leadership Roles in the same year as Presidential Nominees and elections to steer the country in keeping government accountable. Our thoughts on this is to continue increasing the awareness that AGA is synonymous with Advancing Government Accountability by staying involved wherever the government, state, local, federal or private sector employs their assets of human capital in making a difference in the community at large. Your local chapter is continuing to strive to serve and develop future leaders and members that can partake on teams that make a difference such this Transition in Governance 2008. For more information visit [www.transitioningov.org](http://www.transitioningov.org) or contact Evie Barry at [ebarry@agacgfm.org](mailto:ebarry@agacgfm.org). With this in mind and taking a serious look as to how you can contribute to your community contact your local chapter representative and volunteer for board positions. Keep abreast of current events and current on your leadership skills as this adds to your creditability in being marketable and enhances your leadership roles.

**Treasurer Update by Richard Middleton, CGFM**  
[rlmcollector@aim.com](mailto:rlmcollector@aim.com)

Finance Report

Board approved following Expenses: October expense needs for speaker meal and gift and check to Scholarship for University Texas San Antonio for \$500 scholarship and three tickets for \$195 (\$65 each) President/President-Elect, Spouse and University Contact Director to attend awards ceremony.

Beginning Balance 7/31/07	\$2,480.67
Bank Fee	<u>- 3.00</u>
Balance 8/31/07	\$2,477.67
Income:	
Sep Luncheon	188.00
Chapter Dues	22.80

Food Bank	110.00
Scholarship Fund	<u>20.00</u>
Total Income	\$340.80

Expense:	
Joe's Crab Shack	-120.00
Food Bank	<u>-110.00</u>
Balance 9/26/07	\$2,588.38

**Programs/Communications Update by Jesse Barrios**

[jlbarrios@sbcglobal.net](mailto:jlbarrios@sbcglobal.net)

Where are the members? We had a poor turn out for the October 14<sup>th</sup> meeting. Members you missed an excellent presentation and lunch. Mr.Barros and Mr. Brendel did an outstanding presentation on the impact tourism dollars have on San Antonio improvement projects.

The SA AGA Chapter collected \$14.00 for the SA Battered Women & Children Shelter. Our President-elect, Gwendolyn, won the AGA reward of \$14.00 and donated it to the Shelter. Thank you. Mr. Brendel raffled two dinners at the Emily Morgan Hotel and our President, Ernest, won.

The Audio Conference "Tools for Performance Audit Efficiency" November meeting will be located at Padgett, Stratemann & Co. L.L.P. Members, you can earn two CPE hours accredited by the National Association of State Auditors, Comptrollers and Treasures and the Association of Local Government Auditors. The cost is \$15 for Members and \$20 for Non-Members.

We are doing a "Warm Clothing" drive for Goodwill Industries Please bring warm clothing, hats, carves, and gloves to this audio event. We will also have 50/50 raffle for the AGA Scholarship Fund.

<b>AGA San Antonio Chapter 2007 – 2008</b>				
<b>Month</b>	<b>Meeting Function</b>	<b>Community Event</b>	<b>Other</b>	<b>CPE</b>
November 14, 2007	Chapter Meeting Educational Event Luncheon at Conference Room, Padgett, Stratemann & Co. L.L.P., 100 NE Loop 410, Suite 1100. PS&CO. to provide lunch  Live NASBA Audio Conference – Tools for	Warm Clothing Drive – Goodwill Industries	50/50 Raffle  \$500 UTSA Scholarship Award  November 13, 2007, SA AGA Representative at UTSA Career Day	2 hours

	Performance Audit Efficiency			
December	Holiday Break	Blood Drive - ongoing		
January 23, 2008	Chapter Meeting/Luncheon At Silo's Restaurant, 1133 Austin Highway, SA TX 78209 210-824-7546  Speaker: Texas State Securities Board – TBA  Subject: Texas State Securities Board – How to Recognize Common Investment Scams and Fraud	Continuous of Blood Drive	50/50 Raffle	1 hour
February 6, 2008	March 5 <sup>th</sup> meeting replaces month of February	Valentine Silk Rose and Children Activity/Reading Books for SA Battered Women and Children Shelter	CGFM Month	
March 5, 2008	Chapter Meeting Educational Event Luncheon at Conference Room, Padgett, Stratemann & Co. L.L.P., 100 NE Loop 410, Suite 1100. PS&CO. to provide lunch.	February Collection	50/50 Raffle	2 hours
March 26, 2008	Live NASBA Audio Conference – Environmental Fraud  Chapter Meeting Educational Event Luncheon at Conference Room, Padgett, Stratemann & Co. L.L.P., 100 NE Loop 410, Suite 1100. PS&CO. to provide lunch.  Live NASBA Audio Conference – GASB/FASAB Update	Spring Clothing Drive – Goodwill Industries	50/50 Raffle  Update 2d year of audio event plates on P&S Plaque and make formal presentation	2 hours
April 23, 2008	Chapter Meeting/Luncheon/ At Spaghetti Warehouse. Two blocks East of I-37, 1226 E. Houston St, SA TX 78205 210-299-1114  Activity: Vote Exec Board/Scholarship Awards	Easter Basket – Hotel Sundry Items – for SA Battered Women and Children Shelter	50/50 Raffle	1 hour

	Speaker: Pete Gonzales, San Antonio, City Auditor			
	Subject: City Budget			
May 28, 2008	Chapter Meeting/Luncheon at Azuca Sabor Latino, 713 S. Alamo SA TX 78205, 210-225-5550 Activity: Awards/Change Exec Board  Speaker : Medical Command, Fort Sam Houston – TBA –  Subject: Challenges of Budget Resources and Research	Mother’s Day Basket – Teddy Bear, Activity Book and Crayons – for SA Battered Women and Children Shelter	50/50 Raffle	1 hour

**Web Master Editor Update by Floyd Daigle**

The new website added feature of a 2007-2008 Calendar to the drop down menu in the blue bar. This month the website will feature a ‘Registration Form” for both luncheons and audio conferences and will be published as a link in the event flyer. Visit the chapter website for updates on chapter activities at <http://sanantonioaga.org>. In addition, for a fast reference to our home page and the National web page click on links in blue bar located in the header of this Newsletter.

**CGFM/Early Careers Chair/Education Director/University Contact Update  
by Jana Dudding  
[jdudding@satx.rr.com](mailto:jdudding@satx.rr.com)**

**E + E + E =  Education + Experience + Examination**

Regulation is a product of growth. As society has grown so has the need for rules to guide behavior. Recently our society has seen several examples such as SOX. Most recently Christina Camara has written for the AGA an article summarizing the changes in Tennessee's governmental reporting requirements. The new requirements include additional training for employees EXCEPT those who are already CGFM certified. The complete article by Christina Camara can be found at the National AGA website and the full text of the bill from the state of Tennessee is located at <http://www.comptroller.state.tn.us/ma/municipalfinanceofficerssb2059.pdf>. This is a definite advantage to anyone having the CGFM certification and there are only a few days left to take advantage of the AGA CGFM promotional rebate. Apply to take the exam by November 30 and receive a \$20 rebate from AGA. If you would like to take advantage of this opportunity while also adding solid value to your marketability please visit [www.agacgfm.org/cgfm/promotion.aspx](http://www.agacgfm.org/cgfm/promotion.aspx).

**Membership Director Update by Sergio Vigil**  
[Monyeman2000@yahoo.com](mailto:Monyeman2000@yahoo.com)

I am thinking about new ideas in how to recruit new members instead of the tradition methods. One idea is to go to other organization meetings like the Noon Lions, Kwiawas, etc another idea would be to go Local Community College and talk to students, Accounting Club.

**Community Events Director: (Charitable Drives) by Joan Navarro, CGFM**  
[Joan.Navarro@brooks.af.mil](mailto:Joan.Navarro@brooks.af.mil)

**Fall Clothing Drive.** November 1 – 30 kicks off our next community events project, “The Warm Clothing Drive.” Your support of the clothing drive helps ensure that those in need of warm clothing stay warm this winter. We are collecting gently worn clothing such as coats, hats, gloves, socks, etc. We will deliver donations to the San Antonio Goodwill Industries. Together, we are able to help those who may desperately need warm clothes to avoid the winter cold and its effects. Every little bit helps, and what each of you have donated in the past, has been more than a little bit.” Thanks for your support!

**BLOOD DRIVE.** Don't forget to spread the word about the continual Blood Drive. From January to September 2007, reports indicate there have been three donations. If you donate blood, please remember to provide our sponsor number: **SPON051653!** Let's motivate others to support this worthy project. Your gift of life is greatly appreciated!



**FALLEN HEROS.** The 13 December deadline to participate in the Wreaths Across America project is quickly approaching! As a reminder, Wreaths Across America began in 2006 as an offshoot of the Arlington National Cemetery wreath project, which started in 1992 with the annual placement of 5,000 wreaths donated by Worcester Wreath Company of Harrington, Maine. Annually, 5,000 wreaths donated by Worcester Wreath Company of Harrington, Maine are placed on the graves of veterans with the assistance of Civil Air Patrol (CAP) wings and squadrons and Veterans' organizations. This year, Wreaths Across America has asked CAP Units to help secure sponsorships for additional holiday wreaths to be placed in over 240 veterans' cemeteries across the country. In return for locating additional sponsors, CAP units will keep \$2 of every \$15 wreath sponsorship. As a Chapter Community Project, SA AGA will sponsor the Houston Inter-city CAP Unit (TX 444). **December 13, 2007 is the deadline to purchase the wreath sponsorship.** To receive points for our chapter for both the program and donations, download and use the application form from the following website: (<http://i.b5z.net/i/u/2116718/i/WreathsAcrossAmerica1.pdf>). Please ensure squadron number TX 444 is recorded on the application form. Otherwise, the Chapter will not receive credit and the squadron will not receive the proceeds from each wreath the chapter sponsors!

Make checks payable to "CAP" and mail to the address:  
CAPNHQ/DV, Wreaths -Across America, Hansell Street, Maxwell AFB, AL

The wreath-laying ceremonies will be held on December 15, 2007. Let's help remember the fallen and honor those who continue to serve our great Nation!

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## Training Opportunities

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### AGA National - AGA's Government Finance Case Challenge

It is with great pleasure that AGA announces its First Government Finance Case Challenge for October 15, 2007. The competition will expose students to a thought provoking government financial management case that they could face in their professional careers. Student teams will collaboratively analyze, present, and respond to a realistic government financial management situation. Students will compete with teams from various colleges around the world. The experience promises to challenge students' moral reasoning, provide a wonderful networking opportunity, and in the end, raise students' awareness of the importance of government accountability.

**Date:** 10/15/2007 - 10/29/2007

**Location:** Online

**Contact Name:** Jennifer I. Curtin, MPA

**Contact Email:** [jcurtin@agacgfm.org](mailto:jcurtin@agacgfm.org)

**Contact Phone:** 800.242.7211

**Website:** [AGA National - AGA's Government Finance Case Challenge](http://www.agacgfm.org)

### **CPE/Education - Trenton Chapter's Fall Seminar**

"Road Map to Government Financial Controls and Accountability". AGA National President Rick Fair will be the keynote speaker. Also, State of NJ Inspector Mary Jane Cooper, Judiciary Internal Audit and an external auditing firm will discuss ways their respective offices have addressed accountability.

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### **CPE/Education - AGA Northern NJ Fraud Seminar - 8 CPE**

Guest Speakers Scheduled to Appear: -Mr. Richard L. Fair, New Jersey State Auditor and AGA National President -Ms. Mary Jane Cooper, Inspector General of the State of New Jersey -Dr. Christine C. Boesz, Inspector General of the National Science Foundation - Mr. David Willems, Audit Manager, National Science Foundation - Mr. Joel Dziengielewski, Director, KPMG, LLP -Professor Karl Dahlberg, Rutgers University

**Date:** 10/30/2007 - 10/30/2007  
**Location:** Hoboken, NJ  
**Contact Name:** Eric Weitner  
**Contact Email:** [agannjchapter@gmail.com](mailto:agannjchapter@gmail.com)  
**Contact Phone:** 973-785-6574  
**Website:** [CPE/Education - AGA Northern NJ Fraud Seminar - 8 CPE](#)

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### **CPE/Education - Audio Conference**

Two Hour conference on "Tools for Performance Audit Efficiency". Time is from 2:00 p.m. until 4:00 p.m. Two hours of CPE credit is available. Cost is \$30.00

**Date:** 11/14/2007 - 11/14/2007  
**Location:** EPB Bldg, Chattanooga, TN  
**Contact Name:** Deby Davis  
**Contact Email:** [ddavis@hamiltontn.gov](mailto:ddavis@hamiltontn.gov)  
**Contact Phone:** 423-209-6377  
**Website:** [CPE/Education - Audio Conference](#)

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### **AGA Chapter - Indirect Rates: Primer on Pools and Bases**

Guest speaker is Trish Carlin, CPA, of Carlin Consulting Group. 2 CPE hours are offered. 11:30 a.m. - 2 p.m. Cost, which includes lunch, is \$40 for members and \$50 for nonmembers.

**Date:** 10/10/2007 - 10/10/2007  
**Location:** General Atomics, 3550 General Atomics Ct., San Diego, conference RM 07-217  
**Contact Name:** Susan Shelton  
**Contact Email:** [susan.shelton@gat.com](mailto:susan.shelton@gat.com)  
**Contact Phone:** (858) 312-4782  
**Website:** [AGA Chapter - Indirect Rates: Primer on Pools and Bases](#)

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### **AGA Chapter - Governmental Financial Management and Control**

This Course Is Designed For: Financial management professionals who are interested in learning more about the government environment, specific to management and control. Participants will learn about the internal and management control process in government organizations, and how this process can aid managers in meeting objectives for reliable financial and performance reporting. They will also learn about efficiency and effectiveness of organization operations, and compliance with laws and regulations. Course Topics Include: - The internal and management control process - Performance measurement and reporting processes in government organizations - Reasons, basic tools, and techniques for financial and managerial analysis - Financial and managerial concepts, controls, and techniques You Will Be Able To: - Understand the need for and practice of

**Date:** 10/16/2007 - 10/17/2007  
**Location:** Inn on the Park, 22 South Carroll Street, Madison, Wisconsin  
**Contact Name:** Sherri Voigt  
**Contact Email:** [sherri.voigt@wisconsin.gov](mailto:sherri.voigt@wisconsin.gov)  
**Contact Phone:** (608) 267-9818  
**Website:** [AGA Chapter - Governmental Financial Management and Control](#)

management/internal control - Consider safety and liquidity in the management of cash and investments involving public resources - Meet the responsibilities of government managers in providing accountability for the public trust

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### **AGA Chapter - 16th Annual Fall Educational Seminar**

The seminar is set for 1-5 p.m. Speakers are: Clay Goddard, Bill Deal, Dan Wichmer, Stacey Trewatha-Bach. Four CPE hours will be provided. Hospitality Suite to follow at the University Plaza Hotel. Cost is \$50 for members and \$60 for nonmembers.

**Date:** 10/25/2007 - 10/25/2007  
**Location:** Cooper Tennis Complex, 2331 E. Pythian, Springfield, MO  
**Contact Name:** Cindy Stein, Ozarks Chapter  
**Contact Email:** [cstein@greencountymo.org](mailto:cstein@greencountymo.org)  
**Contact Phone:** (417) 829-6201  
**Website:** [AGA Chapter - 16th Annual Fall Educational Seminar](#)

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### **AGA Chapter - 16th Annual Governmental Accounting & Auditing Update**

Sessions will emphasize new accounting and auditing standards, topics being considered for new or revised standards, and insights into existing standards. Old and new standards and requirements will be compared and contrasted. Speakers are Betty King, CPA, CGFM, and Cindy Upton, CPA, CGFM. The agenda will be posted to our Web site soon.

**Date:** 11/1/2007 - 11/2/2007  
**Location:** Frankfort, KY  
**Contact Name:** Cindy Upton  
**Contact Email:** [cindy.upton3@lrc.ky.gov](mailto:cindy.upton3@lrc.ky.gov)  
**Contact Phone:** 502-564-8100  
**Website:** [AGA Chapter - 16th Annual Governmental Accounting & Auditing Update](#)

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### **AGA Chapter - Applying for Federal Grants and Cooperative Agreements**

Management Concepts Course

**Date:** 11/5/2007 - 11/6/2007  
**Location:** Jefferson City, MO  
**Contact Name:** Connie Qutami  
**Contact Email:** [Connie.Qutami@oa.mo.gov](mailto:Connie.Qutami@oa.mo.gov)  
**Contact Phone:** 573-526-4545  
**Website:** [AGA Chapter - Applying for Federal Grants and Cooperative Agreements](#)

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### **AGA Chapter - Fall Fraud Conference**

This annual jointly sponsored conference has been expanded to two days. Hear national and local fraud experts share their experiences from a wide range of fraud investigations and prosecutions.

**Date:** 11/19/2007 - 11/20/2007  
**Location:** Holiday Inn, 205 Wolf Rd., Albany, NY  
**Contact Name:** Linda Zinzow, CGFM  
**Contact Email:** [lzinzow@dot.state.ny.us](mailto:lzinzow@dot.state.ny.us)  
**Contact Phone:** 518-457-4700  
**Website:** [AGA Chapter - Fall Fraud Conference](#)

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### **AGA Chapter - 20th Annual Governmental Accounting and Auditing Forum**

The forum, sponsored by AGA's Montgomery Chapter and the Alabama chapters of the GFOA and AICPA, is worth 16 CPE hours.

**Website:** [AGA Chapter - 20th Annual Governmental Accounting and Auditing Forum](#)  
**Contact Email:**  
**Contact Phone:** (334) 242-5690

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**AGA Chapter - Governmental Accounting**

Dr. Kyleen Hawkins presents government procurement and accounts payable. The topics include internal controls.

**Date:** 1/30/2008 - 1/31/2008  
**Location:** Jefferson City, MO  
**Contact Name:** Connie Outami  
**Contact Email:** [Connie.Outami@oa.mo.gov](mailto:Connie.Outami@oa.mo.gov)  
**Contact Phone:** 573-526-4545  
**Website:** [AGA Chapter - Governmental Accounting](#)

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**AGA Chapter - How to Write a Grant Application Narrative**

Management Concepts Course

**Date:** 2/25/2008 - 2/26/2008  
**Location:** Jefferson City, MO  
**Contact Name:** Connie Outami  
**Contact Email:** [Connie.Outami@oa.mo.gov](mailto:Connie.Outami@oa.mo.gov)  
**Contact Phone:** 573-526-4545  
**Website:** [AGA Chapter - How to Write a Grant Application Narrative](#)

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**AGA Chapter - How to Prepare a Grant Application Budget**

Management Concepts Course

**Date:** 2/27/2008 - 2/27/2008  
**Location:** Jefferson City, MO  
**Contact Name:** Connie Outami  
**Contact Email:** [Connie.Outami@oa.mo.gov](mailto:Connie.Outami@oa.mo.gov)  
**Contact Phone:** 573-526-4545  
**Website:** [AGA Chapter - How to Prepare a Grant Application Budget](#)

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**Other - 16th National Worker's Compensation and Disability Conference**

Hundreds gather for 2 1/2 days to expand their knowledge and gain new solutions directly related to worker's comp, disability, and return-to-work programs. \*\*\*For Federal Government Employees please check out our Federal Government Worker's Compensation and Disability Conference at <http://www.fedwconference.com>

**Date:** 11/6/2007 - 11/8/2007  
**Location:** Chicago  
**Contact Name:** LRP Conferences  
**Contact Email:** [wconference@lrp.com](mailto:wconference@lrp.com)  
**Contact Phone:** 1-800-727-1227  
**Website:** [Other - 16th National Worker's Compensation and Disability Conference](#)

<b>Future Conferences:</b>	
	<p><b>National Leadership Conference</b> <b>Feb. 21-22, 2008</b> <i>Dynamic Leadership for Changing Times</i> Ronald Reagan Building, Washington, D.C.</p> <p><b>Feb. 19-20, 2009</b> Ronald Reagan Building, Washington, D.C.</p>

	<hr/> <p><b>Professional Development Conference</b>  <b>July 27-30, 2008</b>  <i>Building on the Dream: Shaping a Culture of Accountability</i>  Marriott Atlanta Marquis, Atlanta, GA</p>
	<p><b>June 21-24, 2009</b>  New Orleans Marriott, New Orleans, LA</p>
	<p><b>July 11-14, 2010</b>  Orlando World Center Marriott, Orlando, FL</p> <hr/> <p><b>National Executive Committee (NEC) Meetings</b>  <b>Dec. 14, 2007</b> - Alexandria, VA  <b>Feb. 20, 2008</b> - Washington, D.C.  <b>July 25, 2008</b> - Atlanta, GA</p>

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## GASB Public Hearing on Derivatives

On November 1, 2007, the Governmental Accounting Standards Board (GASB) will be holding a public hearing as part of the public review of proposed standards for how state and local governments should report their involvement in derivative instruments. The proposal is contained in an Exposure Draft, Accounting and Financial Reporting for Derivative Instruments.

The public hearing will begin at 11:00 am EDT and will take place at the New York City Office of Management and Budget, 75 Park Place, 8th Floor, Rooms S1 and S2, New York.

Persons and organizations wishing to testify at the public hearing are required to submit written notification of their intent and a copy of their written comments no later than October 12, 2007. The notification and written comments should be addressed to the Director of Research and Technical Activities, Project No. 26–4, and emailed to [director@gasb.org](mailto:director@gasb.org) <<mailto:director@gasb.org>> or mailed to GASB, 401 Merritt 7, PO Box 5116, Norwalk, CT 06856-5116. Individuals may testify at the public hearing either in person or via telephone.

More information about the GASB's proposal, and a free copy of the Exposure Draft, can be found at [www.gasb.org](http://www.gasb.org) <<http://www.gasb.org/>> .

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### Hidden Job Market Secrets

By Debra Feldman (Source: TheLadders.com)

Job search is not rocket science. So why are you, a successful executive, finding this process to be tedious, unproductive, inefficient and drawn out?

Are you being too selective? Are you focusing on the wrong markets? Is it your interviewing skills? Could your resume be destroying your candidacy? Are your job search techniques out of date?

Whatever the reason, you're not getting results. But not to worry! You can find a new career challenge quickly (even if you've been seriously trying without success for too

long) just by changing your search strategy. Switch to emphasizing more intelligent planning, thoughtful preparation, and careful execution. Then, couple these planning tactics with relentless follow up, fortitude, and perseverance.

It's not just luck and fortunate timing that leads to a successful job search. It's also about being precisely positioned to attract ideal opportunities and being recognized as the preferred solution. Once you've outlined your unique value that distinguishes you from competitors, network purposefully to connect with hiring decision makers who are able to re-structure their teams and revise their budgets to integrate you at your fullest potential.

Here's a brief summary of critical tactics to design and conduct a successful job search campaign from the get-go. These tactics can also be used to jump-start a search that has lost momentum, or turn around a campaign that isn't effective. Identifying and using the right strategy is essential. It paves the path to the desired results swiftly and smoothly.

### **Strategic Job Search Imperatives: Plan, Prepare, Respond**

1. Identify your unique value contribution. How you will positively impact the bottom line, increase revenues, add to profits, reduce costs/expenses, improve reputation, retain clients, reduce staff turnover, etc.?
2. Differentiate yourself from potential competitors. Compellingly show why you are unquestionably the best choice for the responsibilities and role you are targeting.
3. Focus your efforts on the right target companies. Demonstrate your qualifications, interest, background,

and credentials to prospective employers who will appreciate you.

4. Connect directly with a hiring decision maker, not the general human resources department. Establish inside contacts, build credibility, strengthen trusting relationships, and above all -- stay in touch!
5. Clearly communicate in all written and oral messages that you are undeniably the first choice -- the "go-to expert" to do the job.
6. Identify and eliminate possible barriers that may negatively impact your progression from where you are now to where you want to be.

Now, take these tips and dash straight towards your next career goal!

[Debra Feldman](#), an executive talent agent, connects clients directly with decision makers where they want to work, bypassing gatekeepers and automated filters. Executives Network Purposefully™ establishing inside leads to unadvertised opportunities. *Forbes* praised her matchmaking talents as [part sleuth, part networker](#).

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### **Make Your Network Work for You**

*By Barbara Safani* (Source: TheLadder.com)

Many job seekers are confused about what networking actually is, and therefore doubt its effectiveness. Networking is the art of building and maintaining mutually beneficial relationships. So, like anything else, networking requires a bit of practice and finesse, but if done correctly, networking can be an invaluable part of your job search campaign.

Here are a few tips to help you develop a network that works for you:

### **Be Patient**

Networking doesn't happen overnight. As I've mentioned, it's a process, not just something you can check off your job search list like "Send resume to GE".

While people may want to help you, they might not be able to right away. Quite simply, you may not be the first item on their agenda. So, if someone agrees to meet with you but can't do so immediately, accept their offer graciously and patiently.

### **Be Authentic**

When you do meet with someone, take a sincere interest in their life, not just the information they can offer you. Don't push people for their knowledge or connections and then abandon the relationship. Networking means fostering relationships. This objective cannot be achieved by one person constantly taking while the other constantly gives information or time.

Find ways to periodically reconnect with the contacts in your network to stay up to date on their lives, and let them know that you care about what is going on with them.

### **Be a Conduit**

Remember, the objective of networking is...well...more networking. You should be constantly adding people to your list of contacts. Always find more contacts to meet and, in turn, become a great connector yourself! Open up your network to others. Hopefully they'll follow suit and do the same for you, keeping the cycle going. Think about those contacts who could help others in your network, then introduce them!

### **Be a Teacher**

Keep in mind that not everyone you meet will understand what networking is or how they can help you. Many people think that the best way they can help you as a job seeker is to take your resume and pass it

along to their human resources department. While their intentions are noble, their strategy won't help you and could actually wind up losing you a great job.

HR managers, like recruiters, are sometimes only motivated to take action on your resume if there is a current job opening within the organization that matches your skills. If a position is not available, they have no incentive to contact you and the connection is lost.

Rather than giving your contacts a resume, ask them if they could introduce you to a member of their company so that you can learn more about their position, industry, and organization. This way, you'll learn more about the company, share information about yourself, and begin to build a relationship rather than ending up as just another resume lost at the bottom of the pile.

### **Be a Helper**

Networking is all about reciprocity. No matter who you're dealing with, you should always try to give more than you receive. For example, if you have information about a particular company, industry, or educational program that would be valuable to someone in your network, share it.

Whether you're currently employed or job seeking at the moment is irrelevant - networking is a constant process. Obviously, you'll be more on the receiving end of your contacts' information when you're on the look out for a new job. But that just means you need to work that much harder at giving information and sharing your network while happily employed.

If you're constantly looking for ways to help people in your network achieve their goals, they'll be much more likely to help you in return.

[Barbara Safani](#), owner of [Career Solvers](#), has over ten years of experience in career management, recruiting, executive coaching, and organizational development.

She is a triple certified resume writer and frequent contributor to numerous career-related publications.

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***"Winning success comes with endurance and endurance comes with patience."***

Helene Baker

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