

### President's Message

Time seems to pass very quickly doesn't it? I cannot believe that October is over and we are in full swing of the Holiday season. I know that this is a busy time for everyone, but I hope that everyone has a chance to relax and reflect on everything that they are thankful for.

I want to thank everyone that attended the Membership Drive and Student Night. We had a number of guests and students in attendance that evening. A BIG thank you to Aureus for sponsoring half the evening's cost for guests, students and members! I also want to thank Frankel, Zacharia, Arnold, Nissen, Stamp & Reinsch; Premier Recruiters; & LaTonya Bennett for donating door prizes. Congratulations to everyone involved – it was a very successful event!

Coming up this month we will host our Fall Education Seminar and Public Relations Dinner on November 16th at the Omaha Country Club. There will be four hours of CPE in the afternoon; Deyna Rouse has lined up two great speakers. The CPE sessions will be followed by our annual basket raffle to raise funds for our scholarship fund and dinner. Our keynote speaker for the evening will be Lori Hogan. Lori is a co-founder of Home Instead Senior Care. Lori was presented with the "2004 Successful Business Woman Award" by the Omaha Downtown Chapter of American Business Women's Association. Please see

the attached flyer for more information as well as a way to register for the CPE sessions and the dinner. **Registration for the Seminar and Dinner are due no later than November 11<sup>th</sup>.**

Please remember that Keeley Lammers and Jessica Ward are still collecting items for our basket raffle. They will gladly accept items for a basket or a cash donation. They are also in need of empty baskets that would be appropriate for this fundraiser, so please check around to see if you can donate one.

Additionally, the basket raffle cannot be a success unless we SELL tickets. This year we are offering a prize to the member who sells the most raffle tickets. The tickets can be pre- sold to family, friends, co-workers. PLEASE contact Keeley or Jessica and they will be happy to give you more details and mail you some raffle tickets!

*Kristen Van Foeken*  
*President 2005-2006*



**CHECK OUT  
OUR NEW  
WEBSITE AT:**

**[www.aswaomaha.org](http://www.aswaomaha.org)**

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## November 2005 Meeting

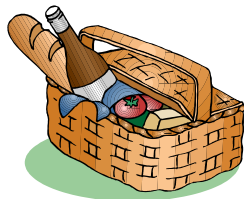
### Public Relations Dinner

**Time:** 1:00-4:45 p.m. CPE  
5:00-6:00 p.m. Cocktails  
6:00 p.m. Dinner  
**Date:** Wednesday, November 16, 2005  
**Dinner Cost:** \$40 (members & guests)  
**Speaker:** Lori Hogan, co-founder of Home Instead Senior Care  
**Location:** Omaha Country Club  
6900 Country Club Road  
Omaha, NE 68152  
**Reservations:**  
Due November 11<sup>th</sup>, see the attached registration form for details.

### Basket Raffle

Donations for the basket raffle on the evening of the PR Dinner are still welcome and very much appreciated. If you or someone you know would like to donate, please contact Jessica Ward at [jward@lutzcpa.com](mailto:jward@lutzcpa.com) or Keeley Lammers at [klammers@lutzcpa.com](mailto:klammers@lutzcpa.com) or at 496-8800. In order to be recognized in the program as a donor, we must receive the donation by November 11th.

We need your help in selling raffle tickets. Remember that there will be a prize for the member selling the most tickets. They are \$1 each or 6 for \$5. Once we have a bigger selection of baskets, we will email a list of the items. Attached is a sheet to track your raffle sales. Call or email Jessica or Keeley with questions.



### Advertising Opportunity

ASWA is once again offering advertising space in the member roster. Please see the attached Order Form for details.

## Holiday Open House

SJSQ's Relay for Life team is holding a Holiday Open House on November 19th from 10 a.m. to 2 p.m. Those vendors participating are tastefully Simple, Premier Jewelry, Big Yellow Box, Pampered Chef, Discovery Toys, PartyLite, UsBorne Books and Mary Kay. Each vendor will be donating to the SJSQ's Relay for Life team. It is a great opportunity to support the American Cancer Society and cancer research; while shopping for holiday gifts or yourself. A flyer for the event has been attached.

Please contact Kerry Clark at [kclark@sjsq.com](mailto:kclark@sjsq.com) if you have any questions or would like to preorder items.

### ARTICLE

#### Is It Time To Update Your Resume?

The motto "Be prepared," isn't just great advice for Boy Scouts; it's also great career advice. You never know when the perfect career opportunity will present itself. If a recruiter called you today with your dream job, would you be prepared to send out an up-to-date resume right away?

There are four critical times to update your resume:

- \* At least once a year
- \* Any time your career focus changes
- \* When you anticipate layoffs with your company
- \* When you begin to feel dissatisfied with your current position

#### 1. Update your resume every year.

This is where many people fall short. When that recruiter calls with the perfect job, you may suddenly find your resume is years out of date, and you'll have to scramble to catch up.

Keep your resume current by including your best accomplishments each year.

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Don't count on your memory to recall everything you achieved in years past! You are likely to overlook critical achievements and contributions. If you need assistance, a resume coach may be able to help you through the process with some targeted questions on your most recent jobs.

## **2. Update your resume when your career focus changes.**

If you want to change your career path, then you also need to change your resume. There are several ways to shift the focus away from your current job and toward your new career.

By focusing on the skills that will be useful in your new career, you can position yourself as a stronger candidate for the job. Highlight those transferable skills in your new resume, bringing them front and center.

In addition to highlighting your transferable skills, shift your list of accomplishments to support those skills. Accomplishment statements give credibility to transferable skills and prove your ability to cross industry or occupational lines. Well-crafted accomplishments make a big difference in whether you win the interview or are passed over.

Finally, be sure you understand your audience. As you shift career focus, it is critical to understand the hiring motives of your target market. Use your resume as an effective selling tool by correctly anticipating the recruiter's "wish list" for great job candidates.

## **3. Update your resume when you anticipate layoffs within your company.**

A harsh reality of today's economy is the need for corporate downsizing.

Layoffs and losses are becoming more and more common. But you can prepare for any worst-case scenario by keeping your resume up-to-date.

Don't make the mistake of being overly optimistic. It's safer to assume that you are on the "out" list. Most people who get caught unexpectedly in a layoff thought they were indispensable to their employers. You might be important or well-liked, but remember that the bottom line always has a louder voice than you do. Get your resume ready as soon as you see any indications that downsizing is on the way.

Don't mistake company loyalty for a fear of change. Often employees would rather take their chances with a potential layoff than make proactive steps toward finding a new job. Once they're laid off, it's already too late. Remember, as a candidate, you are always more marketable while still employed. Avoid this trap and start your job search early with self-marketing tools (resume and cover letter) that are up-to-date and top quality.

## **4. Update your resume when you are dissatisfied with your current position.**

Job dissatisfaction leads to feelings of frustration, worthlessness, and often hopelessness. But there is no reason to stay in a job you hate. Being prepared with an updated resume can help you feel better in your current job. When you have a really terrible day at work, you can respond to job opportunities that same evening with confidence in your up-to-the-minute resume. Taking proactive steps toward a new career will give you back your optimism and self worth.

If it's time for you to update your resume, first decide whether your resume requires a simple update or a complete rewrite. If you have been using the same resume format throughout your career, it's possible that you have outgrown the old look. What your resume promoted ten years ago may not be appropriate or significant for your career choices today.

And if you've simply been "tacking on" to your old resume, it may start to resemble a house with too many additions, with little sense or direction.

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A professional resume critique can help you decide exactly what you need to move forward. A well-written resume can make an incredible difference in:

- \* The length of time it takes to make your career move
- \* The quality of your next position
- \* The income potential of your next position

Your resume is your best sales tool in finding a new job, and it deserves the investment of your time and commitment. With a little extra effort now, you'll be prepared for anything that comes your way—and be well on the path to your next great job.

Deborah Walker, CCMC  
Career Coach ~ Resume Writer  
Find more job-search tips and resume samples at: [www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)

Email: [Deb@AlphaAdvantage.com](mailto:Deb@AlphaAdvantage.com)

## Member Profiles

### Mary Anne Ramge

Member since: Not since the beginning, but almost (maybe 1979?)

Graduated from: Florida State University  
(Go 'Noles!)

Company: KPMG, LLP

Position: Senior Manager, Federal Tax

Birthday: 11/27/1955

Hobbies: remodeling, gardening, traveling, hiking, cooking

Spouse/kids/pets: Bruce, spouse; Nick & Phillip (in college)

Most Exciting Events of the past Year:  
Sending both kids to college

Favorite Ice Cream: Butter brickle

Favorite Movie: My Brilliant Career, but if it was a favorite play O, Pioneers!

### Annette Wells

Member Since: May 2005

Graduated from: Doane College (Crete, NE)

Company: KPMG, LLP

Position: Senior Tax Associate

Birthday: January 7, 1979

Hobbies: Sewing, knitting, reading, cooking

Spouse/pet: Spouse: Travis, Dog: Ginger

Most Exciting Event(s) of the past Year: We just purchased an old/new home in Waterloo! We can't wait to fix it up!

Favorite Ice Cream: Cookie Dough or Mint Chip

Favorite Movie: Miss Congeniality

### Keeley Lammers

Member Since: 2002

Graduated from: University of Nebraska at Kearney

Company: Lutz & Company, P.C.

Position: In-charge Accountant

Birthday: November 1<sup>st</sup>

Hobbies: Time with Family & Friends, Reading Books

Spouse/kids/pets: Adam – Spouse, Payton & Parker – kids, Shelby - pet

Most Exciting Event(s) of the past Year:  
Trip to Mexico with my husband & friends

Favorite Ice Cream: Carmel Chocolate Swirl

Favorite Movie: Sweet Home Alabama (any chick flick)

### Terri Fuqua

Member Since: 2000

Graduated from: Currently Taking Classes

Company: Frankel Zacharia Arnold Nissen Stamp & Reinsch

Position: Client Services

Birthday: 8/21/58

Hobbies: Camping, Walking, Scrapbooking

Spouse/kids/pets: Mike – Spouse, Bradley (22) Ashley (20)

Most Exciting Event(s) of the past Year:

Chicago, Wrigley Field for Cubs Game

Favorite Ice Cream: Mint Chip

Favorite Movie: Divine Secrets of YaYa Sisterhood

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