

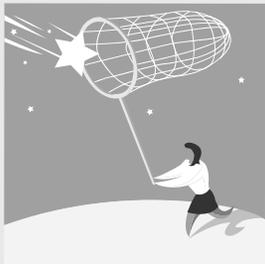
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“Not everything that is
faced can be changed,
but nothing can be
changed until it is
faced.”

- James Baldwin

BOTOX FOR THE RESUME: ONE WOMAN'S IMAGE MAKEOVER



By CHRISTINA BINKLEY

*Published in CareerJournal.com on June 26, 2008
(Reprinted here with permission of The Wall Street
Journal.)*

At age 49, Lisa Johnson Mandell found her career "kind of sputtering." After 20-plus years as an entertainment broadcaster and film reviewer, she began to see jobs she applied for going to people she knew were younger. "I kept thinking, 'There has got to be someone out there who will value my experience,'" she says.

Her husband, Jim Mandell, president of a Hollywood voiceover agency, told her frankly, "People are rejecting you out of hand because you are too old."

The competition for jobs can seem age-biased in our youth-obsessed culture. Today's economic slump has hit just as legions of new college graduates reach the job market. Employers are eager to fill their offices with youthful energy and technological savvy, as well as the openness to new ideas that also makes 18- to 34-year-olds so tantalizing to advertisers. Our culture is so spell-bound by youth that even some people in their early 40s think they've aged out of the fast lane and feel pressure to remove the years surgically.

But is employers' apparent preference for youth really about wrinkles? Or do companies simply want workers who keep pace with the times?

Many mature job candidates rest on their laurels and fail

to create a modern image, says Maxine Martens, chief executive of the executive recruitment agency Martens & Heads in New York. Looking young isn't the key: Attitude and knowledge of today's world are just as important. "It's your job to stay contemporary," she tells candidates. Ms. Martens, who is 60, founded her company after being fired from a recruiting job at age 54. She sometimes sends candidates to her hairstylist for an updated style, but she also suggests they try new gigs as fearlessly as they did in the past.

Does looking younger make you more marketable? Should older job candidates make an effort to learn "young" technologies, build websites, or dress younger to get jobs? Share your thoughts.

Mr. Mandell, 60, concedes that his advice to his wife came from his own biases at his agency. "I unfortunately believe that I am of the same mind-set that most other people are -- that younger is better," he says.

This came as a shock to Ms. Johnson Mandell, a bubbly extrovert. "Who would ever dream that '20-plus years of experience' would be a liability?" she said earlier this year, referring to a selling point typed at the top of her résumé. "These are strange times."

Yet she resisted the urge to turn to surgery or cosmetic procedures and started eliminating the age lines from her job search instead. On her résumé, she removed the 1980 date of her summa-cum-

laude college graduation and deleted some early jobs.

Removing early jobs and dates is ethical, says Wendy Enelow, an executive-career consultant. She says she often removes early jobs from the résumés of candidates in their late 40s, focusing on their past 10 to 15 years of experience.

To show she's as hip to new media as her 20-something rivals, Ms. Johnson Mandell launched a video-blog

site, LiveinHollywood.com, with the help of a young Web designer she found on Craigslist. She loaded the site with her film reviews and celebrity interviews to illustrate her Hollywood access without focusing on the two decades it took to build. She concedes the Web site drove little traffic except for the kind that really mattered: Her new résumé directed employers to her Web site rather than a street address.

When her husband suggested she hire a stylist and photographer to shoot photos of her, Ms. Johnson Mandell asked a 20-something friend to come over and root through her closet for a handful of young-looking outfits. Ms. Johnson Mandell wound up with at least one that she would never have chosen herself: a studied T-shirt and jeans. She refers to the set of photos jokingly as her "mother-daughter" looks. The T-shirt and jeans are the "daughter" look, while a shot in a sleek black turtleneck is the "mother."

Ms. Johnson got a better response from employers after changes such as a new

"I had lunch with a chess champion the other day. I knew he was a chess champion because it took him 20 minutes to pass the salt. "

- Eric Sykes



résumé and photos of her in youthful clothes.

She put a photo on her résumé -- choosing different looks for different employers -- and placed several on her Web site. She didn't airbrush the photos. "That's all me there," she says.

Responses to her new résumé hit within a week. Bill Pasha, vice president of programming for radio-station network Entercom Communications Corp., called about a position contributing to morning shows on 15 radio stations. Digital Publishing Corp. called to discuss creating an entertainment-related Web site.

Once the doors opened, Ms. Johnson Mandell says, age seemed less of an issue. Several months ago, she signed on with Digital Publishing for a salary, stock options, and a percentage of ad revenue in the brand-new site, Filmazing.com.

Rob Garretson, Digital Publishing's 49-year-old vice president of editorial, says he had assumed a young person would run the Web site, but Ms. Johnson Mandell "demonstrated all the energy and enthusiasm" that made age irrelevant. She also signed with Entercom and says she expects her total compensation from both jobs to be well into "six figures." When I asked Mr. Pasha how old Ms. Johnson Mandell is, he replied, "I have no idea."

She also sent new résumés to four companies that hadn't responded to her old one. This time, they called. She says, "It was with such pleasure that I told them, 'Thanks for the call, but I'm really tied up right now.'"

IS THERE AN 'ENCORE' CAREER IN YOUR FUTURE?

By Robert Powell, WSJ online, June 26, 2008
MarketWatch

An estimated 6% to 9.5% of Americans ages 44



"The 'how' thinker gets problems solved effectively because he wastes no time with futile 'ifs'."

- - Norman Vincent Peale



"Who wants to be a faceless name in a pile of resumes? Forge a relationship and attach your personality to the application. And yes, there's a difference between polite, professional follow-up and annoying persistence."

from Job Hunting In A Down Market: Vault Blogs



"Personally, I'm always ready to learn, although I do not always like being taught."

- - Winston Churchill



to 70, or as many as 5.3 million to 8.4 million people, are working in what are called "encore" careers -- careers that provide not just income but also purpose and meaning.



The remaining 80 million Americans ages 44 to 70 are either slaving away in careers without purpose (half of them pine for an encore career), or taking it easy, living a more traditional retirement.

A new study released Wednesday, the MetLife Foundation/Civic Ventures Encore Career Survey, sheds light on those currently in an encore career, those pining away to work in an encore career, and those who have no desire to work again.

Real, but not insurmountable, barriers.

The good news is encore carriers don't always entail greeting shoppers in retail stores. About three in 10 Americans "currently in an encore career," or CEC, are working in education, 23% are working in health care, 16% in government, 13% in non-profit organizations and 9% in for-profit businesses that serve a public good. Most -- six in 10 -- work 40 hours per week or more and the majority of CECs say they are very satisfied with their jobs.

The majority of CECs share some notable characteristics, according to the study. They tend to be pre-retirees, between the ages of 51 and 62, rather than retirees. They are more likely to be female than male, 56% to 44%, respectively. They are more likely to be professionals, managers and white-collar workers than blue collar workers. And they are more likely to be college-educated than not.

Boomers who are hoping for an encore career face real, but not insurmountable, barriers. Americans apparently long to work in a career that provides income and meaning. The study suggests that while it may be difficult to find such work, it can be done.

What's more, those in encore jobs say concerns about flexibility, income and benefits, and age discrimination didn't materialize. But what those seeking an encore job will have to worry about is this: One-third of Americans in encore jobs have encountered retraining issues and they have experienced difficulty in getting used to less seniority and less status.

Not everyone wants another career.

Not all Americans want to keep their nose to the grindstone. Americans fall into one of two broad categories, said Phyllis Moen, co-author of "The Career Mystique: Cracks in the American Dream" and contributor to the MetLife/Civic Ventures study. They either view retirement as a second chapter -- the "potentials" -- or they view it as a time to take it easy - "the traditionalists."

Consider: Of those surveyed who say they are already retired, nine in 10 traditionalists don't plan on going back to work. By contrast, just one in three potentials say they will not return to work. And of those still in the workforce in their main jobs, three in four potentials plan to work full time at another job after retiring, compared with just one in four traditionalists. Why the difference? According to Moen, there are several reasons.

Health status. The potentials seem to be healthier than the traditionalists. Forty percent say they are in excellent health compared with 28% of potentials. What's more, just 12% of potentials say they are in poor or fair health vs. 25% of traditionalists.

Age. Not surprisingly, the potentials tend to be younger than the traditionalists. They are also less likely to be burned out by their main jobs, Moen wrote in the study. One in four traditionalists is in the oldest age group (63-70) vs. 15% of the potentials.

Attitudes. People who exhibit a great deal of forward thinking and competence for planning are better prepared for life's later exigencies. Not surprisingly, the potentials are far more focused on planning than the traditionalists, Moen wrote. To wit: The not-yet-retired potentials plan to retire both younger (under age 60) and older (age 70 or older) than not-yet-retired traditionalists. Traditionalists, meanwhile, are more likely to say they will never retire, or they aren't sure when they will retire.

Midlife work. Not surprisingly, job level also makes a difference when it comes to potentials and traditionalists. The poten-

tials tend to be professionals and managers, 45% vs. 28% for traditionalists.

Education. The potentials are also more likely to be better educated than the traditionalists. For instance, more than two in five (43%) of traditionalists have a high school diploma or less, compared to 13% of the potentials.

Social isolation. Traditionalists are far more likely to be socially isolated than potentials. Four in 10 traditionalists define themselves as retired vs. just 20% for potentials. In addition, traditionalists are more likely to live in rural areas and are more likely to say they haven't done any volunteer work in recent years, increasing the potential for social isolation.

What's the upshot of all this? Some Americans will find work and meaning after retiring from their main job. But odds are that only the most educated, healthiest, and professional of Americans will find the encore job of their life. The rest of America may be greeting those encore workers when they shop at Wal-Mart.

EDITOR'S NOTES

We had an excellent response to our biennial survey of JSP participants. Thank you to all who responded. We value this information and use your input to modify our Job Search Program. The following is a summary of the responses:

- 98% found the Job Search Program helpful in preparing for the transition from USG service.
- Since the date of retirement, 74% have worked for compensation.

- 61% are currently employed.
- 74% found their first post-retirement employment within 1 to 3 months.
- 50% found their current job through networking.
- 43% work for the USG (includes WAE and PSC).
- 35% work in the Private Sector (includes USG contractors).
- 18% are self-employed/consultants.
- 12% work in Education.
- 11.5 % work in Nonprofit/NGO sector.
- 32% worked for compensation overseas since retirement.
- 59% work in the same or similar work as they did with the USG.
- 24% work full time.
- 25% work part-time 25% of the year.
- 18% work 50% of the year.
- 14% work 10% of the year.
- 8.4% work 75% of the year.

The three most valuable resources in seeking employment:

- 60% Networking
- 50% Job Search Program
- 24% CTC job leads
- 49% work less hours for less pay.
- 20% work less hours for more pay.
- 59% have taken training or educational courses.
- For those not working 38% are busy enjoying life, 35% visiting family and friends.
- 45% have volunteered.
- 31% have participating in civic/volunteer activities.
- 20.5% involved with sport/hobby.
- 20% belong to a professional club.
- 20% are involved in religious activities/communities.
- 89% value the CTC emailed job leads.

ATTENTION, JSP GRADS!

AUGUST JOB FAIR

Our next job fair will be held on Tuesday, August 26, from 1:00 to 4:00 pm. in the gymnasium of Building D (aka the Field House) at FSI in Arlington, Virginia. Be sure to bring a photo ID — and, if you have one, your Retiree ID.

To date the following employers will be participating:

1. ABT Associates, Inc. - www.abtassoc.com
2. ActionNet, Inc. - Actionnet.com
3. Advanced Concepts, Inc. - aci-hq-com
4. AECOM International Development, Inc.—www.aecominterdev.com
5. Allied Technology Group, Inc. - ATG - www.alliedtech.com
6. American Councils for International Education - www.americancouncils.org
7. ARD, Inc. - www.ardinc.com
8. Beacon Associates, Inc. - www.beaconassociates.net
9. Chemonics - www.chemonics.com
10. CARE - www.care.org
11. Clearance Jobs - www.clearancejobs.com
12. Crown Agents - USA, Inc. - crownagents.com
13. DevTech - www.devtech.com
14. EDS - www.eds.com
15. Fairfax County Public Schools -

- www.fcps.edu
16. Harlan Lee & Associates LLC -
www.hlassociates.com
17. International Resources Group -
www.irg.com
18. Iraqi Transition Assistance Office
(ITAO)
19. John Snow, Inc. - JSI - www.jsi.com
20. Lockheed Martin PAE Group, Global
Infrastructure Solutions -
www.lockheedmartin.com
21. Louis Berger Group, Inc. -
www.louisberger.com
22. Nathan Associates, Inc
23. Northern Virginia Community Col-
lege – NVCC - www.nvcc.edu/hr/
employment.htm
24. PACT - www.pactworld.org
25. Pro-telligent—pro-telligent.com
26. Science Applications International
Corporation – SAIC - www.saic.com
27. Senior Employment Resources –
SER - www.seniorjobs.org
28. Skyline– Ultd. Inc. - www.skyline –
ultd.com
29. STG, Inc. - stginc.com
30. Tango, Inc. - tangoitservices.com
31. U.S. AID/OFDA/OTI
32. United Nations Employment & Assis-
tance Unit - IO/S/EA - www.state.gov/
p/empl/
33. U.S. Department of State (WAE) -
MarshK@state.gov
34. U.S. Department of State, Iraqi Tran-
sition Assitance Office (ITAO)
35. University Research Co., LLC
36. Verizon Business -
www.verizon.com
37. Worldwide Information Network Sys-
tems, Inc. (WINS) -
www.winsnetworks.com



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