

INSERT YOUR NEWSPAPER LOGO HERE

careerbuilder®

In print. Online. Anytime.

www.NEWSPAPER.com/careerbuilder

SUNDAY, OCTOBER 12, 2008

Take the work out of your job search.

Look for Web ID Ads and find your next job quickly and easily online.



Just enter the code into the Web ID search box at: www.NEWSPAPER.com/careerbuilder

careerbuilder Web ID Ads

jobperks

Work pays

As benefits packages become increasingly more important in a candidate's decision to take a job, many companies are offering tuition reimbursement or professional development programs. An Accountemps survey of senior executives found that 94 percent said their company does offer college tuition reimbursement benefits. Professional development training is another way employees can keep up with changing technology in their industry. Ninety-five percent of those polled said they do offer reimbursement for such career development courses.

onthejob

Environmental work

One of the biggest trends to hit companies lately is the "green movement." Environmentally conscious companies are attractive to potential employees, but some workers are becoming a little cynical. A poll by The Marlin Company and Zogby International found that 50.8 percent of workers say their company has a significant environmental initiative in place. Additionally, over 60 percent said they were greener than their company, however, more than three-fourths believe it's important for their employer to have a significant "going green" plan.

jobsupport

Funding help

The U.S. Department of Labor has announced a \$22.2 million grant to the state of Louisiana to fund approximately 4,000 temporary jobs for cleanup and recovery. "This \$22 million emergency grant will fund 4,000 jobs

for workers to help Louisiana communities recover from Hurricane Gustav damage," said U.S. Secretary of Labor Elaine L. Chao in a prepared statement. "Funds will also be used to provide Louisiana residents in need with vital humanitarian assistance, including food, clothing and shelter."

This advertising section is provided by the specialty publications division of Tribune Media Services, and did not involve the news staff of

YOUR NEWSPAPER.

Covering the basics

Cover letters can be the bane of a job seeker's existence. Unlike a resume, cover letters are just that — letters. Deborah Brown-Volkman, career coach and author of "Don't Blow It! The Right Words for the Right Job" (iUniverse Inc., \$13.95) says an ideal cover letter begins with why you're contacting the company. "While the employer is reading your cover letter, they are deciding if it makes sense to continue onto your resume," she says. "If you cannot make your cover letter great, then the employer has no reason to believe you will do great work for them either."

DON'T BLOW IT!
THE RIGHT WORDS FOR THE RIGHT JOB

Deborah Brown-Volkman
Professional Certified Coach

Hope for square pegs

More employers today are offering outplacement career guidance assistance to employees who have been terminated because of poor performance or who are the wrong fit for the job, according to ClearRock, an outplacement and executive coaching firm in Boston. Reasons for doing so include less legal liability, employee morale, reduced anxiety during the termination process and good public relations. "More employers are now taking partial responsibility for making the wrong hire," says Ali Chambers, vice president of the company.

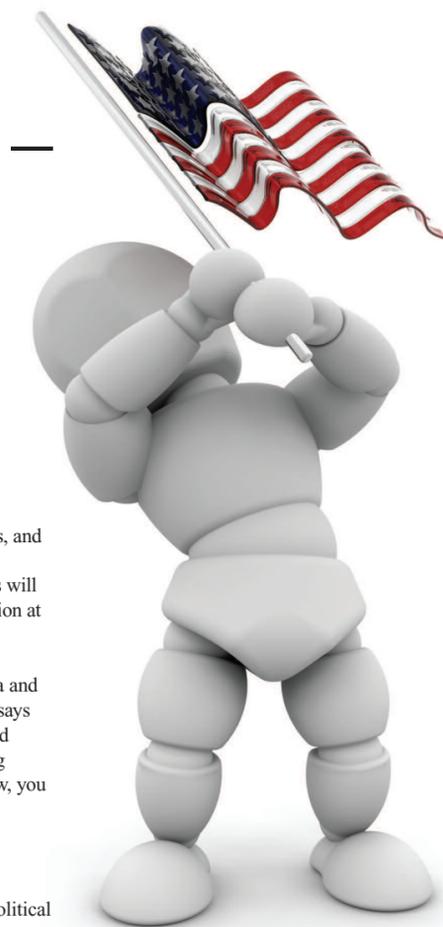


Classified Ads

YOUR NEWSPAPER and CareerBuilder have your total recruitment solution. Call (XXX) XXX-XXXX to place an ad and reach the candidates you want to hire!

Office politics

Stick to the issues vaguely — when discussing campaign at work



As the 2008 presidential campaign moves full speed ahead and the debates ratchet up the volume on political conversation, workplaces around the nation could start to resemble a battleground.

Consequently, discussions about the Iraq war, the economy, the offshoring of American jobs, healthcare and other contentious issues could get heated. If you're a political junkie and love a spirited debate, it may be tough to contain yourself these days.

But with the possibility of a fiery debate breaking out at any moment, is it best to completely avoid talking about politics with co-workers? Not necessarily. Just like with other kinds of office chit chat there are boundaries, and you need to know how to keep them from being crossed.

So, as the campaign enters the home stretch to Election Day, here's some advice on how to handle the politics of debating politics at work.

Know your company's rules

Before forwarding a political e-mail or displaying a campaign poster or bumper sticker on your office wall, make sure you understand your company's rules regarding public support of political causes.

Tread lightly

Tiptoe — don't leap — into political conversations. Understanding your audience and discussing your thoughts in a low-key, nonconfrontational way is one thing, but pushing your political views on everyone who walks by your cubicle is another, says Alecia Latimer, associate general counsel and HR services manager at AlphaStaff Group, a Fort Lauderdale, Fla.-based staffing firm.

"Remember to stay calm and not let your passion for the issues carry you away," Latimer says. "Long after the

election ends, this will still be your place of business, and you do not want lingering hard feelings."

Attacking people with less-popular political views will quash diverse thinking, which could impede innovation at your company.

"If you question the political idea expressed by a colleague, be sure you are truly questioning the idea and not the intelligence or integrity of your colleague," says Stuart Sidle, an expert on workplace psychology and professor at University of New Haven. "By showing respect to team members with a different world view, you can help facilitate a team dynamic that fosters innovation."

Don't grill your co-workers

While you may be comfortable divulging your political leanings, some of your colleagues may not. Respect others' privacy by not putting them on the hot seat with pointed questions.

"The 'hair on fire' social issues — abortion, gay marriage and gun control — should be kept off limits," suggests Amy Showalter, a business consultant and former director of the Civic Action Program at Nationwide Insurance.

You can best avoid offending your co-workers by acknowledging their point of view and focusing on what you have in common.

"The key is creating a culture of political involvement," Showalter says. "In that kind of atmosphere, employee discussion about issues that affect the company is healthy and will fuel productivity, creativity and loyalty."

Be respectful of your differences

Engaging in civil political banter can broaden your outlook, help you understand what matters to your co-

workers, or make trips to the water cooler interesting. But it's critical to remain respectful of all viewpoints.

Jokes or inappropriate comments about political leanings are sure to create conflict and result in reduced productivity and low employee morale.

"Employers should beware of inappropriate comments about political affiliations," says Lonnie Giamella, an employment law attorney at Fisher & Phillips LLP in Irvine, Calif. "Even subtle jokes or jabs can make some employees feel like targets."

If a co-worker repeatedly offends you or other colleagues by challenging your political views to no end, seeking help may be the best course of action.

"The best way to approach someone who may be offending others is to seek the intervention of human resources to resolve any disputes," says Robert J. Noble, a partner specializing in labor and employment law with Seyfarth Shaw LLP in New York.

The Bad 20 and Good 21: Best and worst cities for new job growth

Job seekers are undoubtedly feeling the pain of the economy as unemployment climbs to the highest rate since 2003. Here's a look at the best and worst cities for new job growth ranked by their percentage of unemployment.

- Cities with the **WORST** job growth
1. El Centro, Calif. — 23.3 percent
 2. Yuma, Ariz. — 20 percent
 3. Flint, Mich. — 12.3 percent
 4. Merced, Calif. — 12.1 percent
 5. Yuba City, Calif. — 12 percent
 6. Modesto, Calif. — 11.3 percent
 7. Visalia-Porterville, Calif. — 10.9 percent
 8. Monroe, Mich. — 10.8 percent
 9. Stockton, Calif. — 10.6 percent
Palm Coast, Fla.
 11. Fresno, Calif. — 10.1 percent
 12. Redding, Calif. — 9.9 percent
Muskegon-Norton Shores, Mich.
Hanford-Corcoran, Calif.
Bakersfield, Calif.
 16. Jackson, Mich. — 9.7 percent
 17. Saginaw-Saginaw Township North, Mich. — 9.5 percent
Rocky Mount, N.C.
Madera, Calif.
 20. Detroit-Warren-Livonia, Mich. — 9.4 percent

Source: Bureau of Labor Statistics. Based on metropolitan statistical areas and New England city and town areas

- Cities with the **BEST** job growth
1. Sioux Falls, S.D. — 2.4 percent
 2. Idaho Falls, Idaho — 2.5 percent
Rapid City, S.D.
 4. Bismarck, N.D. — 2.6 percent
 5. Thibodaux, La. — 2.7 percent
 6. Logan, Utah-Idaho — 2.8 percent
Morgantown, W.Va.
 8. Casper, Wyo. — 2.9 percent
 Fargo, N.D.-Minn.
 10. Billings, Mont. — 3.0 percent
 11. Ames, Iowa — 3.1 percent
Lafayette, La.
Midland, Texas
 14. Iowa City, Iowa — 3.2 percent
 15. Lincoln, Neb. — 3.3 percent
Portsmouth, N.H.-Maine
 17. Charleston, W.Va. — 3.4 percent
Great Falls, Mont.
 19. Des Moines-West Des Moines, Iowa — 3.5 percent
Missoula, Mont.
Salt Lake City, Utah

