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the ROAD TO SUCCESS...

1. GRADUATE (FROM ISU)

2. MARKET YOURSELF

3. HOLD AN INTERVIEW

4. LAND YOUR DREAM JOB

BEGINS HERE
Students and company representatives come together for a fall 2011 career fair at Hilton Coliseum. Career fairs present opportunities for students to explore potential work experience.

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Fall into career fair season
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DMACC’s Ames Hunziker Center

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We’re all busy college students. We’re working hard to pass those classes and ace those exams. Somehow, we can’t believe it or we won’t be done with college and out in the real world. We’ll be competing against our former classmates and our former friends for our dream jobs.

Employers are going to be looking for far more than how good your grades were when they’re deciding whether to hire you or not. They want to see you have real life experience and real life qualities that are going to be valuable and beneficial to them and to their company.

Any time people talk about working on your resume, you’ll hear “resume builders.” Here are some suggestions of ways to get involved during your college years — some might be obvious, others not as much.

There are countless things you can do that will give you experience and that will “look good” on your resume.

1. Join a club — and take a position on that club

It’s common knowledge joining a club at Iowa State is an automatic “resume builder.” This is for several reasons. Joining a club, particularly in your field of study, shows your interest in that field. And we’ve all had people in our heads countless times, trying to get involved in a club and getting turned down. So if you do have an interest in a club, start working on your networking skills. Join the club. That doesn’t work out, try simply joining the fundraising committee within that club.

By actually serving in a position on that club, employers can see you didn’t just get involved, you actually help make a difference.

We love to grow professionals! We’ve been doing it exceptionally well for over 30 years. We will help you become one of tomorrow’s salon professionals whether you choose cosmetology, aesthetics, massage therapy or nails. Join PCI Academy in the adventure of a lifetime, training for your dream of a career in the beauty industry including: training in the business of beauty. We are THE Academy that started it all and continues to develop the best in our profession.

PCI Academy History

Since 1976, PCI Academy (formerly The Salon Professional Academy) has been a leader in the field of aesthetic and the national leader in cosmetology education. The realization of founder Marion Loken’s dream and her lifelong interest in quality education for the beauty industry led her to create the Institute of Cosmetology in June 1978 in Ames with husband Clayton and daughter Mary.

Marion passed away in 1986 and Mary took over leadership of Finance and PCI. She hired Randy Kukul, founder of MRB Consulting Group, in 1999 to help her grow the company. Long-time employee/manager Angie Fargason became co-owner of both companies in 1999.

In 2002, Mary moved to Minnesota where she and Angie started SPA—a School (Salon Professionals Academy). In 2005, PCI and SPA became TSPA.

Marion’s dream has been renewed time and again. Mary, Angie and Randy created a school model that has been copied by more than 30 TSPA’s around the country. That’s right! We are THE original TSPA.

And now we have merged our names and recruits students again to PCI Academy! We just keep changing names and moving to serve our students and guests better! Check out our website PCI-Academy.com and join us on Facebook to keep connected.

PCI Academy is the original!

WANTED! More Students Like These!

We’re looking for the best of the best for our fall classes starting in October and November.

Cosmetology is a career path where you’ll never be unemployed unless you choose to be. Great stylists are always in demand. How do we know? We’ve been creating, hiring and placing them for over 30 years.

Financial aid and scholarships available to those who qualify. Got some college credits? We have scholarships just for you.

309 Kitty Hawk Drive • Ames, Iowa 515-956-3781 (Ask for Mary June) www.PCI-Academy.com
You’re a little biased — if you work for the Daily, which is a student publication — but it provides excellent benefits. As a writer or designer or any other position on a student publication, you’ll get deadlines — such as getting your financial report in on time or picking a presentation on a certain date. In addition to understanding deadlines, you’ll edit, write or copy edit, you’ll be working with a lot of one-to-one communications and small group communications. Being an effective small group communicator is essential in the workplace. Face-to-face communication will always be the most effective and one of the main forms of communication.

As a teaching assistant, you’ll be showing off your large group communication skills more. You’ll be having one-on-one conversations to stand in front of a group and communicate. This takes courage, and it takes effective communication skills. When speaking in front of large groups of people, you have to take different approaches with different communications style as opposed to small group communications style.

Both of those positions listed on your resume not only shows employers your excellent communication skills and your time management skills, but also that you really care about what you’re doing and you’re committed to doing a good job.

Work as part of the career fair

This might be something many students have never considered. Working for the career fair will help you experience the career fair first-hand, and then interview to become a career fair intern.

Career fair ambassadors help with general activities throughout the day. Your responsibilities include greeter students as they enter the fair, helping employers with setup and tear-down and being of assistance to the fair organizer throughout the event.

As an ambassador, students will help operate the career fair one-on-one-on-one outside of the typical career fair setting. Students won’t have to worry about being distracted by the hustle and bustle of other students attending the fair or being like to get their chance to work with an employer. We have first impressions mean everything. Career fair ambassadors get a first impression from the different student who’ll just attend the fair. You get that extra opportunity to make a special first impression with that employer, and a better chance that the employer will remember you after the career fair is over.

In this day and age, we’ve all heard that “it’s not what you know, it’s who you know.” Networking opportunities are extremely important, and the opportunity to network with the large amount of employers present at the career fair is awesome. Plus, a career fair ambassador, you get a free T-shirt.

5. Study abroad

Most students have heard about what an amazing, once-in-a-lifetime experience studying abroad can be. It can be challenging. It can be.....

It can also provide you with long-term benefits for your future endeavors or even your career.

When employers see on your resume you’ve studied abroad, they’ll know something about you that they can infer about you before even talking to you. They’ll know that you’re able to overcome cultural differences and not be distracted by the hustle and bustle of other students attending the fair or being like to get their chance to work with an employer. You’ll also show you can work with people who seem to have missed the memo.

Trevor Nelson, program manager of the ISU Study Abroad Center, offered his thoughts on how studying abroad can provide benefits.

“I think that studying abroad can really set a student’s resume apart from other resumes that the employer might be reviewing,” Nelson said.

However, students can’t always choose who the employer will understand you have the employer will understand you have the employer will understand you have the employer will understand you have the employer will understand you have the employer will understand you have the employer will understand you have the employer will understand you have the employer will understand you have the employer will understand you have the employer will understand you have the employer will understand you have the employer will understand you have the employer will understand...
After every career fair we send out an employer survey, and two career fairs ago, there were a lot of [negative] comments back from employers about how our female students were dressed. Too conservative is always better than being flamboyant in a situation like this.

"For girls, don't overdo the makeup: 'I think that heavy or too dark of makeup turns off to most employers,' said Cathy Hockaday, adjunct assistant professor in the College of Human Sciences. "Too big of earrings or too many bracelets can also be a distraction from what the person wearing them is saying," Hockaday said.

"Get a second opinion and check with your friends or roommate before you leave the room. Always get feedback if you're uncertain," Hockaday said.

"I think men's dress attire is easier than women's, but everyone needs to put thought into their outfits," Pringnitz said.

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Need Ca$h?

Like people?

Want to learn?

Work for ITS!

it.iastate.edu/employment/
How to maximize your career fair preparation time

Look and act professional, finish research beforehand

By Megan Shirley
Daily correspondent

With the career fairs just around the corner, it’s important to know how to make a lasting impression on the companies you could be spending your working lifetime with.

The first step you need to take is polishing up your resume.

Remember to include your contact information, education, graduation year and any extracurricular activities or leadership positions in which you have served.

Companies have moved past the fancy resume paper and onto greener options. Generally, employers will ask you to apply online; some, however, will accept your printed resume. Printer paper is just fine for those and no cover letter is needed for the career fairs.

When you arrive at the career fair, first impressions are key. Try to steer clear of the glitter covered, Justin Bieber or cartoon covered folders, and go for the more professional option.

Padfolios — leather- or cloth-bound resume holders — are great alternatives. You can pick up a Padfolio in the bookstore on campus. Make sure you pick a neutral color, such as black, for your Padfolio. It is also important for them to be easily accessible for your resumes.

Your clothing choice is also imperative. You can never go wrong with business professional. “These employers want to listen to what you have to say and what you have to offer, and not get distracted by your clothes,” said Taren Crow, coordinator for the Liberal Arts and Sciences career services at Iowa State. “You want to present a professional image.”

Another key component to making a great impression in that first minute you speak with an employer at a career fair is to be well prepared and to practice your speech before you walk up to a potential employer. Try and make yourself stand out to these employers, do your research on the companies and be able to say something that will help them remember you.

“Don’t get discouraged if an employer tells you that they aren’t recruiting for your major,” Crow said. “You can always ask about other positions or contacts.”

You can pick up a “cheat sheet” for how to approach and network with career fair recruiters in Career Services at 102 Catt Hall. This sheet will also include the top ranked skills that interest employers.

Career fair dos and don’ts

Do
• Be enthusiastic and confident
• Follow up with career services
• Dress in business casual attire
• Research the companies

Don’ts
• Chew gum
• Overdo makeup, jewelry, perfume, etc.
• Get discouraged
• Be unprepared (Get your resumes polished and your research completed)

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Protector of human health

Food provides more than just calories. Using the tools of plant breeding and biotechnology, crops can be enhanced to provide better basic nutrition and healthier lives.

Agronomists create a healthier world by producing oils without trans fats, peanuts free of allergens, and staple foods such as rice and cassava with increased vitamin and protein content.

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Iowa State University
Department of Agronomy
Profile

Alumni advice from Lana Rushing

Former student
Take initiative
says to network,
Former student
Profile
firm called Rushing PR.
technology public relations
resources.
such as real estate and human
rough she worked in services
field of physical operations.
Los Angeles when she got the
as Ogilvy Public Relations
panies such as HP, Disney
works on projects for com-
casts like The View, ABC
Today.
Also, clients have been
covered in television broad-
casts like The View, ABC
News and CNN.
While at Iowa State,
Rushing said she had mul-
tiple internships.
Her first internship was
with the Ames Community
and Business Bureau.
She was also hired in the
public relation depart-
ment for the College of
Engineering.
She also worked for pub-
lic relations agencies such as
Maxwell Communications
and Edelman.
Rushing later moved to
Los Angeles when she got the
opportunity to work in the
field of television production.
To help the industry get
rough she worked in services
in education, vocations and human
resources.
Rushing later moved to
L.A., where she chose her career
public relations firm called Rushing PR.

There will be multiple
people going after the same
jobs when you graduate. Having
that networking experience
can really help you.

Lana Rushing attends a Pasadena Playhouse event in 2011. The
event was sponsored by her then-client Domodimonti Natural
Wines, an Italian wine company.

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THE QUESTION ISN’T WHAT TO DO AFTER GRADUATION BUT WHAT TO BECOME.

When you graduate from college, you’ll have a choice to make. Take an entry-level job or become a leader in the U.S. Air Force. Right now the Air Force is accepting applications for Officer Training School in a variety of high-tech fields ranging from engineering and computer science to meteorology. Not only will you have access to some of the most advanced technology in the world, but you will also have the opportunity to lead.

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TSgt James Aaron
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