

## A Spouse's Point of View

By Deb Kloeppe, MSCCN  
President and CEO

### Sales Personalities

Recently I was asked to define the nature of a sales personality by a military spouse who desperately wanted to make a great deal of money in the area of sales and marketing. I first had to explain the *big* difference between marketing and sales.

Marketing is the network of a product you believe in – whether it's a product you've created or have been hired to believe in and promote! Sales is everything it implies - you have to sell yourself FIRST to network the product. You cannot market a product if you haven't sold your ability to move the product into a buyer's (or funder's) hands.

Why do some of the best products in the world move after just SITTING on the shelf for years and years? Organizations finally found the secret sauce to bottom line results. You can't market a product successfully if your sales force cannot convey their belief in the product.

The most successful sales people I know are a little quirky, humorous, money-driven, and able to outshine anyone in a room. There are times when being money-driven isn't a bad thing. Organizations VALUE employees who hold the belief that time is money...especially their sales force.

So if you're the type of person who is capable of shrugging off a little rejection from time to time and able to rise above some cut throat sales tactics from competitors, then by all means, get into sales.

I chose to illustrate the sales and marketing message with the above picture I took during a recent visit to Blackberry Farm, a country resort in Knoxville, TN.

If you're the type of person who can look at the empty chairs in the picture and say to yourself, "Wow, how serene and peaceful this place is," you're probably not born to sell. However, if you look at the empty chairs in the picture and think, "Wow, this place is gorgeous! So why aren't these chairs filled with wealthy tourists who create lots of revenue for this resort?" then you're definitely a sales personality!



Blackberry Farm, Knoxville, Tennessee  
Spring 2008. Picture by Deb Kloeppe

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*Do not judge hastily those unique personalities who have come before you. Those unique personalities are necessary to create things no one else would have the guts to attempt. If you are afraid to attempt and complain about those who do - you, by way of your safe and negative existence, define ordinary.*

Deborah Kloeppe

# Re-Careering—What is it?

By Anne Wight, GCDF, CFLE, and CCRR



During the bulk of my working life, I have maintained multiple careers. I earned, then continuously renewed, a secondary education teaching license for over 38 years while moving as a military spouse. As a federal civilian, I continued my education through graduate studies and took as much training as possible so I could stay current in my present field, but also be ready to expand into another field if necessary. Before retiring from federal service, I added three national certifications to my resume—Global Career Development Facilitator (GCDF), Certified Family Life Educator (CFLE), and Certified Credit Report Reviewer (CCRR) so that I would have options if I wanted to work after retirement. Why did I expand into areas outside of my main area of expertise? I knew that I would have to re-career during my time as a military spouse and perhaps after retirement.

Just recently I became aware of a man who had worked on an automobile assembly line for decades but then was laid off. He decided to change careers and explored his education and training benefits to learn everything he

could for the least amount of personal financial expense. He re-careered from a life-long, well-paying blue collar job to a lesser paying white collar position that had room in which to grow. It took him a while to gain the new skills he needed and to learn the best job search techniques. If he had used his benefits before the lay-off, he could have saved some time.

Have you become discouraged because you can't find a job in your chosen field of work? Can you use skills from that career and transfer them to a new line of work? Perhaps now is the time to add brand new skills to your capabilities and resume. Re-careering means changing from one career to another and now might be the time for you to do just that.

We urge you to visit the nearest military family or readiness center to learn more about the current labor market and how re-careering might help you to find your next job.

## Highlighted Spouse — Deb Kloepfel, Navy Spouse

This is written much like an unauthorized biography! Deb Kloepfel, founder and CEO of MSCCN and the Pinnacle Foundation, always wants the focus to be on MSCCN, Pinnacle, and military spouses, war wounded, and caregivers of war wounded. But — the MSCCN Team wants to highlight Deb in this issue as a successful military spouse who has re-careered multiple times.

Deb originally studied nursing, but after receiving her RN, she was drawn to entrepreneurship. She learned by doing and eventually had two successful businesses in the greater St Louis, MO area. She was next interested in employment with the airlines where she moved up the ranks in TWA, and later in American Airlines when they acquired TWA.

When Deb married a military officer she discovered that her career path was no longer vertical. During relocations, she also realized that military spouses of commanders are often called on to assist in some of the more social aspects of leadership. Her career path was interrupted, just like many other military spouses, by her spouse's military duties and multiple relocations. Deb put her career on hold until she sought advice from an employment

readiness specialist at a Navy Family Service Center. It was there that Deb learned that her passion and skills were best utilized as an executive leader in a business that served others. Deb also learned how extremely important the military spouse employment programs are for their clients!

There is much more to the story behind MSCCN and to Deb's re-careering. Space limitations require us to condense those stories to this summation: Deb learned something from each position she held, asked for professional career guidance, and then succeeded in establishing a new career for herself while also creating two new programs — one that assists other military spouses with their search for suitable employment and another one that helps the war wounded and their caregivers with employment issues.

Thank you, Deb, from your MSCCN and Pinnacle Foundation Team and all their applicants. You are a shining example to all of us!



# MSCCN Gateway News

## By Kim Yarbrough



**MSCCN APPLICANT – PLEASE REMEMBER TO POST YOUR RESUME!**

### **Why are companies still hiring contractors and temporary employees rather than regular “fulltime” employees?**

Many companies are beginning to hire regular employees. However, you may ask, “why do I still see a lot of temporary and contract positions if companies are starting to grow again? ”.

During cut-backs, senior management almost always tries to learn to balance their hiring practices with company growth better than they did in the past. It is very painful for all involved when employees are let go. As the economic recovery begins, regular employees typically begin to work overtime. Management resists hiring because of uncertainty. Companies want to be convinced this is long term, sustainable revenue growth so they will wait to see what happens over several months. Remember, over the last 10 years, many executives have guessed wrong and lost their jobs.

Once profitable business continues for a sustained period and begins to impact turnover, companies will then reluctantly hire temporary or contract employees to hedge their bet to continue to wait out a few more months to verify the viability of their business growth.

When the growing pain reaches a certain level, management begins to convert temporary and contract employees to regular fulltime employees. They will also begin to hire regular employees directly to avoid the cost of the temporary agency fees. Remember, the cost of a temporary employee is often about the same when you figure the total cost of salaries, medical benefits, and other employee benefits. Management has to weigh these factors against loyalty, training, skill level, etc.

So, what does this mean for the military spouse? Always go for the regular job first but if a contractor position becomes available and it is with a good company, don't hesitate to apply as it often may lead to a regular position during this type of economic recovery.

***Don't be timid about asking for help. Proper resume posting can make a difference between a job or unemployment. If you do not have a resume, please make an appointment with your local military installation family center.***

*(Should you not reside near a military installation, there are some wonderful resources on the internet that you can utilize. Some career development and job search resources can be accessed from the MSCCN Gateway at <http://www.msccn.org/jobs/resourcesGuide.php> )*

***"I'm a great believer in luck and I find the harder I work, the more I have of it."***

Thomas Jefferson

## Highlighted Company —



# WACHOVIA

*We are pleased to highlight Wachovia in this issue. Here are some fast facts from the Wachovia website:*

Fourth largest bank holding company in the United States based on assets. Third largest U.S. full-service brokerage firm based on financial advisors.

Wachovia is a diversified financial services company that provides a broad range of retail banking and brokerage, asset and wealth management, and corporate and investment banking products and services. We are one of the largest providers of financial services in the United States, with retail and commercial banking operations in 21 states from Connecticut to Florida and west to Texas and California, and nationwide retail brokerage, mortgage lending and auto finance businesses. Our retail brokerage operations under the Wachovia Securities brand name manage client assets through offices nationwide. Globally, clients are served in selected corporate and institutional sectors and through more than 40 international offices.

We offer a full array of financial services to our customers through Wachovia banking offices in 21 states and Washington, DC.

Alabama	Mississippi
Arizona	Nevada
California	New Jersey
Colorado	New York
Connecticut	North Carolina
Delaware	Pennsylvania
Florida	South Carolina
Georgia	Tennessee
Illinois	Texas
Kansas	Virginia
Maryland	

*To learn more about Wachovia — see their website at <http://www.wachovia.com/>*

***To apply for Wachovia jobs, go to <http://www.msccn.org>***

## MSCCN Employer News

MSCCN acts as a candidate search agent, matching qualified applicants to job openings. Employers are faced with unprecedented challenges in finding and hiring qualified personnel. By joining MSCCN, partnering employers have immediate access to a highly skilled, committed, diverse, and often hidden candidate pool.

**MSCCN only partners with corporate employers who actively support military families by offering quality jobs, advancement opportunities and portable careers.**

"Our employers not only talk the talk – they walk the walk of military spouse support!"

See what companies have sponsored or partnered with MSCCN at the employers page on the MSCCN Gateway — <http://www.msccn.org/employers/employers.php>

*It is probably not love that makes the world go around, but rather those mutually supportive alliances through which partners recognize their dependence on each other for the achievement of shared and private goals.*

**Fred Allen**

# Resume Guidance

## by Amy Rossi



*Ready to upload your resume on the MSCCN Gateway? Amy Rossi advises applicants to check over their resumes for some common errors before uploading or sending their resumes anywhere. Below is part one of her comments on common resume mistakes that are made by military-affiliated applicants.*

### Common Mistakes Made by Military-Affiliated Applicants on Resumes

#### Part One - Acronyms

Five frequent mistakes made by military members and their spouses on resumes are that their resumes contain 1) jargon, 2) too much information, 3) no direction, 4) too many special characters, and 5) efforts to cover up or explain gaps in employment. Remember, your resume is not a life history where you need to chronicle the last 15 years of your life. My personal rule of thumb is to highlight about five jobs or 10 years of relevant work experience. You want your resume to be a representation of the useful skills you have in the job field for which you are applying and that information should be able to be scanned in three minutes or less.

#### JARGON & ACRONYMS

Take a minute to remember your first few months in the military or on a military installation. How did you feel when you asked a question and you received a string of meaningless letters thrown at you as the answer? Probably like me - confused! ACRONYMS are a way to convey information in a short amount of time. Unfortunately, they do not all mean the same thing from post to post or service to service. Avoid military specific terms like A School, OCS, PLDC, FRG, MCCW and on. Instead try to find a civilian equivalent to explain what you did. An example would be for you to say I ran a Leadership Training Program instead of AFTB PM. Another example is instead of saying that you were an FRG Leader, you could say that you were the elected president of a social service, human relations, or public relations initiative (based on your role).

I am not giving you a license to lie on your resume; what I am suggesting is that you find a civilian equivalent so that recruiters will understand a skill that you are demonstrating. Even recruiters with previous military experience say that they have a difficult time understanding many of the military resumes. So can you imagine what recruiters with no military experience must feel like? Probably like you did those first few months that you spent on the military post!

I will cover the four other common mistakes in the coming months; until then, take time today to scan your resume and see if you can find any JARGON or ACRONYMS.

***Mistakes are a great educator when one is honest enough to admit them and willing to learn from them***  
Anonymous

## ***Are You a Discouraged Job Seeker?***

***By Anne Wight, GCDF, CFLE, and CCRR***



Many job seekers become more and more discouraged as their job search drags on and on without any success. Some of these discouraged job seekers officially become “discouraged workers” as explained by the Bureau of Labor Standards in the Current Population Study (CPS):

In the revised CPS, discouraged workers were redefined as persons who indicate explicitly in the survey that they want and are available for a job, have looked for work in the past year, and have given a job market-related reason for not currently looking for work. Among such reasons are the belief that no work was available, the belief that searching for work would be unsuccessful, the belief that one lacks the requisite skills or education, and the belief that one would face discrimination at some point in the job search.

[http://findarticles.com/p/articles/mi\\_m1153/is\\_n10\\_v118/ai\\_17949190/pg\\_11](http://findarticles.com/p/articles/mi_m1153/is_n10_v118/ai_17949190/pg_11)

Now that we have the official description of a discouraged worker, we can go beyond that to consider what discouraged job seekers and discouraged workers can do if they want to continue their job search. (There remains an unanswered question of how to count the many discouraged workers who have run out of unemployment compensation and have never been polled on their current employment status. How many more discouraged workers are there than are reflected in the official data?)

Let's direct our attention directly to discouraged job seekers, who may or may not be collecting unemployment compensation, who want to become more successful in their job search. How do they get beyond their feelings of defeat and frustration?

### **Work Through Your Emotions**

First, I have an unusual suggestion. If you are discouraged, allow yourself to have a “pity party” based on your situation, **BUT** limit the time devoted to a specified amount of days (not weeks or more). Allowing this time gives you an opportunity to work through your emotions and take a **short** break from the situation. Then transition back to the job search by analyzing what the root problem might be. There are two broad categories of a successful job search – 1) the labor market itself and 2) the job seeker.

### **Analyze the Job Market**

The labor market is not static. Yesterday's technology boom was followed by surges in other areas such as biotechnology, healthcare, and financial services. Outsourcing to overseas areas diminished the demand for many manufacturing jobs, customer service, and IT. Job seekers not only have to be aware of how the national and local markets are changing, but also update their skills to meet the new demands. You might be one of the very best barbers, or accountants, or webmasters, but if there is no demand in your area for your skills, you need to gain skills that are in demand or go to an area where your skills are needed. Too often, job seekers will demand that they find a job in their chosen line of work, even when there is little or no demand for that work. That simply increases one's discouragement.

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***Many of the great achievements of the world were accomplished by tired and discouraged men who kept on working.***

**Anonymous**

## ***Are You a Discouraged Job Seeker? (cont.)***

### **Analyze Your Job Search Technique**

Job seekers often get into the routine of checking for job openings in print and online and then sending in their resumes to apply for jobs of interest. While this behavior pattern can offer success to some, it does not have as high a return for time and effort as networking does. Some discouraged job seekers continue to follow this one behavior pattern, thinking they are hard at work on their job hunt. This is where Dr. Phil's question of "How's that working for you?" applies. A savvy job seeker will use all avenues of a job search, not just sending resumes to apply for job openings. And the most successful approach to landing a job is through using **all** the job search tools, including networking, which is often the very method that most job seekers neglect!

### **Network!**

Successful networking comes from asking friends, family, business associates, and social contacts to advise you of any job leads that fit your skills. Networking is NOT asking any one for a job. Networking also involves researching companies to see which ones are the best targets for your job search. If you know anyone at these companies, make them part of your job lead network. If you don't know anyone at the companies, try a few cold calls to learn more about employment opportunities. There are three key things that you must do as you network — 1) stay organized so that you know who you've contacted and when, 2) follow-up with each one as time goes by to keep them active in your network and updated with your progress so far. A popular way to network today is through online social and professional network websites. Two good resources to understand the pros and cons of online networking are found in the Riley Guide at <http://www.rileyguide.com/network.html> and "Guide to Online Business Networking" at [http://www.business.com/directory/human\\_resources/career\\_management\\_and\\_planning/career\\_networking\\_and\\_mentoring/](http://www.business.com/directory/human_resources/career_management_and_planning/career_networking_and_mentoring/) So what's the third "must do" for networking? 3) You need to keep the network at least semi-active after you find a job. The contacts you made are valuable while you are working and also the next time you look for a job. Keep your network alive and expanding!

### **Be Realistic**

Recently, some job seekers have found suitable positions, but have turned them down because years ago they were paid more than the new job offers. In many cases, the local labor market and the national and local economy have impacted pay downward and the lower pay is actually justified. The job seeker must research carefully to see if the pay offered is artificially too low, or justified based on today's labor and economic conditions.

### **Care For Yourself and Others**

Looking for a job is truly a job in itself. Discouraged job seekers must stay focused on getting a job, must include networking as a job search tool, must have realistic expectations, and must take care of themselves as their job search goes on and on. If you are a discouraged job seeker, do your work to find that job, but do it the right way. Then ensure you eat right, exercise, and get plenty of sleep. And one more suggestion — volunteer or in some way help out those who are less fortunate than you are. If you are healthy, have skills, and sincerely want a job, you will get one, **if** you conduct your job search in the right way.

***Obstacles are things a person sees when he takes his eyes off his goal.***

**E. Joseph Cossman**

## ABOUT MSCCN

### Military Spouse Corporate Career Network (MSCCN)

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MSCCN thanks  
**Macro International**  
 for providing  
 abridged printed  
 versions of the MSEJ.

### MSCCN

The Military Spouse Corporate Career Network (MSCCN) was developed by a Navy spouse, Deb Kloeppe, and founded by Concentra in 2004. It became a separate non-profit organization in 2005. MSCCN works directly with large corporations and small businesses to place the best applicants in the best organizations. MSCCN is proud to work with military family centers and many military-affiliated nonprofits to find job placements for military spouses, military widows/widowers, war wounded veterans, and caregivers of war wounded. MSCCN Team is comprised of military spouses and veterans.

### About The MSEJ

The Military Spouse Employment Journal™ (MSEJ) is published for the web and in print on a quarterly basis. Macro International Inc., a MSCCN corporate sponsor, has partnered with MSCCN staff to develop an abridged printed version of the quarterly newsletter. The Military Spouse Employment Journal (MSEJ) is published in print and is available on the Web at <http://www.msccn.org/jobs/journal.php>

MSCCN encourages career professionals and applicants to submit articles for consideration of inclusion in the MSEJ. Although no monetary reimbursement is paid for articles, sharing knowledge of successful job search techniques helps all military spouses and their families. Anne Wight is the editor of the MSEJ.



We're on the Web!  
 See us at:  
<http://www.msccn.org/>