



Intelligent Job Searching

Better Job Opportunities students not only learn high-tech savvy -- they learn from successful entrepreneurs what jobs are out there and how to position themselves to nab one.

FOR IMMEDIATE RELEASE
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WEST BLOOMFIELD, Mich. – It's not enough simply to teach people how to use technology to enhance their competitiveness in the job market. They also need to know what jobs are available and what employers are looking for.

That's why the members of the Business Advisory Committee of the David B. Hermelin ORT Resource Center have offered their time to speak to Better Job Opportunities classes about what jobs exist in their own companies and what they look for in a potential hire.

"BJO teaches people the skills necessary to fill out a resume online, to use Excel and Word – it takes you into the 21st century work force," says Larry Wolfe, BAC chair and president of Production Tool Supply in Warren. "Folks also need to know what skills are necessary for the jobs they're looking for."

Earlier this month, Production Tool Supply's IT director Jim Rice and Jaffe Raitt COO Ann Klein spoke to BJO students about the many job opportunities in their companies.

Of the 200-some employees at the Jaffe law firm, fully half are not lawyers, said Klein.

"Like you, I had to reinvent myself," she told the class. "Thirty years ago, I was a teacher. I got pink-slipped, and I thought, 'What can I do to get job security?' Well, there is no such thing. But I had a positive attitude."

Klein was a CPA before she became Chief of Operations at Jaffe. "It's important to find out what you like to do," she said. "Leave yourself open for what you like and see where you go."

She relayed the skills and traits that Jaffe departmental leaders look for in new hires:

Attention to detail; Understanding the culture; Someone who takes initiative, who gets along well with others and is able to solve problems; Someone who will take direction AND work solo; and, the ability to juggle and to learn on the job.

Rice talked about his career as well and explained the various positions within the distribution company. "In any company, there's turnover," he said, insisting that opportunities arise everywhere.

"The most important thing to take away from this experience," says Wolfe, "is that there are a number of jobs within each category. There is a lot available – it's just a matter of knowing what's out there and positioning yourself to be the best candidate."

Better Job Opportunities is a 12-week class that teaches Microsoft Office Suite. "BJO is one of our signature courses that empowers people to find jobs in this competitive marketplace by

equipping them with the tools and skills needed in a 21st century workplace,” says Michelle Passon, lay leader of Hermelin ORT.

The Hermelin ORT Business Advisory Group includes the following entrepreneurs: Larry Wolfe; Patti Aaron; Howard Eisenshtadt (Title Source, Inc.); Lynda Glasser (Glasser & Associates, P.C.); Karen Harris (Henry Ford Health Systems); Frank Hoffman (Jaffe Raitt); Dr. Beverley Katz (Henry Ford Optimeyes); Robert Kleiman (Virchow Krause & Company); Joel Krugel (Honigman); Rochelle Lieberman (Gateway Travel); Hannan Lis (Weight Watchers); Mark Lit (JCC); Keith Lublin (Level One Bank); Robert Newman (Frank W Kerr); Todd Sachse (Sachse Construction); Robert Sher (Schostak Reality); Spencer Silk (Franklin CIO Services LLC); Jeremy Wolfe (E Commerce Marketing).

A recent \$15,000 grant from the Bank of America Foundation underwrote a class this past winter, according to Shaindle Braunstein-Cohen, Hermelin ORT director. “As a non-profit, we can only offer as many courses as our resources will pay for. Bank of America allowed us to help more people! Without computer skills, it is next to impossible to compete in today’s job market.”

ORT America usually pays BJO tuition for unemployed or under-employed residents of the metro Detroit area who qualify for the limited class spots. All Hermelin ORT classes are open to out-of-work or underemployed individuals referred there by Michigan Works and Jewish Vocational Service. It also offers affordable classes for individuals who can pay to improve their standing in the marketplace.

Founded in 2003 and named for the late U.S. Ambassador David Hermelin, whose wife Doreen just finished a three-year term as president of ORT America, the Hermelin ORT Center offered a record number of classes in the fall of 2009, generating a waiting list of interested applicants this year.

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For additional information or to arrange a tour or interview, please contact Lynne Schreiber’s personal cell phone at (248) 376-0406 or email lynne@yourppl.com.

For publication purposes, please include this number for the Hermelin ORT Center: (248) 432-5411 or www.hermelinort.org.