

Job handbook a sell out

By MARY MULVIHILL
Staff Writer

In June, UNC alumnus Mike Collins appeared on television station WTVD's noon news show to talk about his new book, the *North Carolina Jobhunter's Handbook*. Two days later, Collins' book was sold out in every bookstore in WTVD's Raleigh/Durham listening area.

The same phenomenon occurred in Fayetteville bookstores after the 33-year-old author appeared on television station WKET's news show.

If you've noticed a pattern, you're right. Wherever Collins promotes the \$4.95 *North Carolina Jobhunter's Handbook*, local bookstores soon sell copies left and right to students, the unemployed, newcomers to North Carolina and people considering a career change.

"I obviously hit a nerve because I've sold over 4,000 copies in 90 days statewide," Collins said.

The book is popular, he said, because "it is the first book published specifically for individuals looking for a job in North Carolina."

The 142-page book gives N.C. job hunters: an overview of the state's current and future job opportunities; a method to match their skills, talents and abilities with a rewarding career; basic job hunting tips; advice on where to look for jobs; and a resource guide of more than 1,000 N.C. employment resources.

"I wanted the book to be complete enough," Collins said, "so I could do everything for someone except take them by the hand, take them to the front door of the company they were interviewing at and say 'Okay, give it your best shot.'"

Marcia Harris, director of University Career Planning and Placement Services, said the book would be a helpful resource to students.

Harris said she particularly was impressed by the resource guide's list of the major employers in North Carolina. The guide includes North Carolina's 50 largest non-manufacturing employers, 46 largest hospitals, 15 largest banks and the largest Research Triangle Park employers.

"Because so many of our students are staying in North Carolina," she said, "it's nice to have a list of that kind in one resource."

The *North Carolina Jobhunter's Handbook* also has a section of job hunting tips for high school and college

students.

Collins offers some friendly advice for students who have not started their career search.

"Don't put it off until the second session of your senior year," he warned. "North Carolina graduated about 150,000 seniors from high schools and colleges, and that means there are about 149,999 people out there looking for a job with you."

If students devote one day a week to their career search, Collins said, the job hunting process won't be a burden.

"If you'll invest the time now it will come back to you just like if you've invested money," he said. "Even if it's nothing more than skimming the newspaper, it will expose you to many opportunities."

Collins has good news for students who have gained work experience through jobs, internships and volunteer work.

"So many employers will now take someone with average grades and a lot of experience over someone who has great grades but not a lot of experience." They are attracted to someone with work experience because it means the person has good work habits, he explained.

Collins pointed to himself as an example. After he did not graduate with UNC's 1974 class (he returned in 1978 and graduated in 1979), Collins worked for 4½ years with major corporations such as Southern Bell and the 3M Company. "I was hired because of the way I was able to present myself and show my experiences," he said.

Students must develop professional resume writing and interviewing skills, Collins said. In his book's resource guide, Collins lists 25 possible interview questions, a sample letter of application and two sample resumes to help students polish these job hunting skills.

"The only way to learn these skills is by doing them," he said. "Interview with people you wouldn't work for on a bet." If you know that you wouldn't accept a job there, you can ask questions and adopt attitudes that you normally would not use if the job really mattered, he said.

Collins learned these job hunting

skills by conducting more job hunts than most people would in two lifetimes. In the past 15 years, Collins estimated he has had 37 jobs, ranging from a department store Santa Claus to a sales and marketing executive with the 3M Company.

"When I was looking for jobs, there were a lot of general job hunting books out there," he said. "But they gave the type of information you could use whether you lived in Maine, North Carolina or California. I felt if I could come up with a hybrid that combined general job hunting information and resources specifically about North Carolina, then I would have a product to fill a niche on the market that was not being filled."

Collins combined his job hunting expertise with three years of research on North Carolina's employment scene to write the *North Carolina Jobhunter's Handbook*.

When the book was published in May, the energetic author began a one-man, statewide promotion of his book. His efforts have produced the book's rampant sales across the state, including Chapel Hill. The book is selling very well in Chapel Hill, according to employees at The Intimate Bookshop, Logos Bookstore, Page One Book Center and the Bull's Head Bookshop.

Ann Cuenon, student services manager of the College of Arts and Sciences, worked with Collins when he decided to return in 1978 and get his degree. Cuenon said she was not surprised by his book's success.

"He was a very friendly, personable person," she said. "He also was very aggressive, but not in an offensive way. I think if anyone could do this (the book), he would be able to."

Football widow needs her kicks, too

By STEVE AUSTIN
Syndicated Columnist

Dear Steven: Football season is my worst time of the year. My otherwise hard-working, active husband spends the entire weekend in front of the TV. Well, this year I'm not going to hang around keeping him stocked with beer and pretzels. I think I deserve to go out with my friends for a few laughs. But whenever I bring it up, he says he'll begin to spend more time with me "next week." "Next week" hasn't come yet. I've been waiting three years for it. Should I just grab the car keys and

straight up

head out?

— Stifled Too Long
Dear Stifled: Sure, that's one approach. If you really want to make a statement, I suggest asking your friends to pick you up. A half dozen ready-to-party women interfering with his gridiron concentration should quickly change his attitude. Have fun.

Dear Steven: I still have a post office box because I live in a house

with seven girls, and mail has a way of getting misplaced. Lately I seem to be receiving tons of junk mail, even some sexually oriented stuff. It doesn't turn me on, and I'd like to avoid getting it. What do I have to do to stop its delivery?

— Blushing in Raleigh
Dear Blushing: Your postmaster is the one with the answers. In most cases, filling out a simple, no-cost form is all you need to do.

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Campus Calendar

Thursday

11:00 a.m. STV Video Yearbook will present a preview in the Union until 2 p.m.

2:00 p.m. Student Development and Counseling Center sponsoring an Optometry Recruitment Program until 5:00 p.m. in the General Administration Building, 910 Raleigh Road, Chapel Hill. Further information in 201D Steele.

3:30 p.m. UNC Eckankar Society sponsoring a question and answer discussion on the "Psychology of the Spiritual Self," inm 213 Union. Free and open to the public.

Career Planning and Placement Services is sponsoring a resume workshop in 209 Hanes.

Undergraduate Geography Association meeting in 307 Saunders.

6:00 p.m. Student Television's Carolina Images Yearbook representatives will be in the lobbies of Spencer, Kenan, Alderman and

McIver until 7:30 p.m. to present a free preview.

7:00 p.m. IVCF-Mid Campus sponsors "What Noone Will Talk About," by Jimmy Long in 224 Union.

Senior Class Gift Committee meeting in 226 Union.

7:30 p.m. Model UNC Club meeting in Frank Porter Graham lounge. CHIMERA, meeting with guest writer Mark L. Van Name in 247 Phillips.

8:30 p.m. Fellowship of Christian Athletes presents Tanya Crevier — "world's finest basketball handler" in 106 Carroll.

9:00 p.m. UNC College Republicans holding a mandatory meeting in 205 Union.

Friday

1:00 p.m. Career Planning and Placement Services sponsors an interviewing tips workshop in 209 Hanes.

Saturday

2:00 p.m. CHIMERA, holds open auditions for ChimeraCon III. Needed are actors and actor/singers. Check Union desk for room number.

Sunday

11:00 a.m. Campus Christian Fellowship worship service in the Union.

4:00 p.m. Senior Class Commencement Committee meeting in the Union.

7:00 p.m. Senior Class Trip and Publicity Committees meeting in 224 Union. All interested seniors should attend.

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—Pauline Kael, THE NEW YORKER

ALAN BRIGGS
FINAL WEEK
2:00 7:10

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ANNE BANCROFT MEG TILLY
4:15 4:15
7:30 AND 9:30
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Ram Tripple 967-8284

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Haagen Daz	284	18%
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Public Bid Sale

Thursday, October 10 and Friday, October 11 Only!!

For two days only, Stereo Sound is having a public bid sale to prepare for our busy holiday season. It's our way of saying thank you for helping us achieve record growth in all of our stores.

Make your bid on anything in our store—receivers, turntables, cassette decks, speakers, compact disc players, separates, car stereos, portables, TVs, video recorders, accessories and more - in stock at Stereo Sound. Many one of a kind, clearance and close-out items will be let go for below cost. Every component will be marked with the manufacturer's suggested selling price. Your bid can be for ANY price. Upon entering the store you will be given the public bid form. Select the merchandise you want to purchase, list your bid price, submit it to a salesperson and if your bid is reasonable...that merchandise is yours on the spot...at your price! If your bid is not accepted, you may resubmit your bid at a different price.

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Desired form of payment:
Cash _____ Check (proper I.D.) _____ Credit Card _____

Quantity	Brand	Models	Description	Suggested Selling Price
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Bid Price Total
Tax will be added

Total Suggested Selling Price