

Counseling & Career Services Career Supplement

*"One of the great paradoxes
of human development
is that we are required to make
crucial choices
about careers and work
before we have the knowledge,
judgment and self-understanding
to choose wisely.*

*Yet if we put off these choices
until we feel truly ready,
the delay may produce other
and greater costs."*

Daniel J. Levinson

Spring Quarter, 1996

Daily Nexus

Wednesday, April 10, 1996

How to Maximize Your Conference Experience

By Debra Behrens, Ph.D.
Career Counselor

As a new employee, you will most likely have the opportunity to attend conferences in your field. Professional development is the main objective of conferences, programs are designed to deliver information about new developments in the profession. Conference travel provides a change of venue, an opportunity to visit a different city or state, and for attendees to exchange ideas, problems and perspectives in a pleasant, relaxed setting. Not only do professional conferences offer a context for growth and learning, they can provide connections with others who are facing the same challenges and issues. By being an active rather than a passive participant, you can return to your office with information, inspiration and renewed enthusiasm to share with your colleagues and supervisors. This article addresses ways of maximizing your conference experience.

First, identify your main objectives in attending. Do you want to develop certain skills, are you interested in networking, or are you seeking a particular kind of information? If you have specific objectives in attending, and you have questions about the program content, do not hesitate to contact individuals on the conference organizing committee to determine whether the program will address your needs.

Planning Strategies

Plan ahead. In most instances there are blocks of discounted airline fares and hotel rates reserved for major conferences. Conference fees are also lower for those who register early, so the sooner you can finalize your plans with certainty, the better. Late registrants must generally pay a higher fee. Student registration fees are often a fraction of the fees for professionals. If you qualify as a graduate student, and student registration fees are not indicated on the brochure, inquire anyway. Some conferences offer free or reduced registration to students who volunteer at information tables. Ask about the possibility of trading your time for free or reduced registra-

tion. Working as a volunteer gives you ample opportunity to greet attendees, and to become acquainted with those who are active in the association.

Gathering Information

Review the program prior to the conference to select sessions which interest you. Match your needs and interests with the session topics. Make note of the format; a presentation or paper generally involves delivery of information to the audience, while a working session or seminar is interactive and requires the active engagement of participants in discussion, debate or problem solving. During the question and answer session, pose questions or comments which can contribute to the discussion. Don't hesitate to approach the speaker after the session to let him or her know that you found the presentation to be valuable, or if you simply wanted to introduce yourself. Most speakers are both flattered and delighted to talk with audience members afterwards.

Consider the buddy system. If you attend the conference with another aspiring M.B.A. or future social worker, you can pool your resources by attending different sessions and trading notes, sharing accommodations and so on. Many conferences have concurrent sessions, which may make it difficult for you to decide what to attend. A method I've used is to rank order the sessions according to how central they are to my own work, attend the presentation of my first choice and visit the other presenters prior to the session to request a handout packet. Speakers will often offer to mail materials after the conference if you give them your business card or sign your name and address to a mailing list.

Visit information tables in the exhibit hall. In many cases there will be professional development information, services and resources. Explore the exhibit area to see what's available, then walk through at a later point with specific questions in mind. Exhibit tables may include publications, product demonstrations or free samples, computer software, and other information pertain-

ing to your field.

Networking

Attending social and cultural events will give you a fuller appreciation of the city or the region. Most conference activities are thoughtfully designed, keeping the interests of organization members in mind. Another, pragmatic reason is that these informal settings are more conducive to in-depth discussions and opportunities to connect with other conference participants.

Remember that no matter how relaxed the setting, you're still at a professional event. Never engage in gossip or reveal inside information about your company or supervisor, regardless of how candid others may be. Most professional fields are "small worlds," and negative comments can come back to haunt you later.

Complete the evaluation forms. In some cases you will receive forms for each session you attend. Other conferences will ask that you fill out one general evaluation form. Conference organizers seek candid feedback, they are interested in assessing the event and how it may be improved upon. If you were particularly pleased about a presentation, naturally, positive feedback is also welcome.

You may also want to think about your own work in terms of successful programs, or approaches you've used that you may want to present at a future conference. Consider building your confidence by joining Toastmasters, a speakers organization. You might also want to think about teaming up with a co-worker, or starting with a small, local conference and presenting at state or regional conferences as you develop more background in your field and confidence.

Conferences provide an opportunity to assess and evaluate your own professional growth, to return to your office with enthusiasm, fresh perspectives and strategies for attaining your goals. On a personal level, you have the chance to reconnect with old friends and colleagues and to meet new ones.

Career Counseling: A Collaborative Approach

By L&S Advising Staff

It is easy to think of the university as a large monolithic entity which is very specialized in its responsibilities and duties. However, when it comes to assisting students in their pursuit of a major and/or career, the College of Letters and Science, and Counseling & Career Services work hand in hand.

There are several ways to approach the career search but the central key is getting all the information possible regarding courses, majors and careers. This is where collaboration between Letters and Science and C&CS comes in.

To begin it is often necessary to find the appropriate area of study. The advisors in L & S can help define the types of majors and courses available at UCSB. By pointing out various methods of exploring your special interests, they can help in clarifying what values are most important in your studies. It is essential to know which courses match your particular interests.

It is here where the career counselors can begin to play a significant role. They can provide information regarding the types of careers that are associated with the many majors you are considering.

The Career Resource Room contains a wealth of information regarding hundreds of careers. In meetings with the counselors you can begin to further define the types of career options you would like to explore.

Now that the career parameters are starting to form, a more thorough search of the academic skills required for these positions takes place. The advisors in L & S can assist in searching out those courses and/or minors that will augment your major and better prepare you for the careers you have highlighted.

Then it is back to C&CS, to explore the many internship and part-time job options available to give you the experience and technical skills required to advance and prepare for your chosen fields.

Remember, when you need assistance in finding a career direction, there are many individuals on campus ready, willing and able to help you. While we can't make the decision for you, we can certainly help you make the best decision for yourself.

Be sure to look out for the "Choosing a Major Workshops" cosponsored by Letters & Science and Counseling & Career Services, coming this spring term.

Recruiting Schedules for Spring 1996

Campus Interview Program
Counseling & Career Services
University of California Santa Barbara
(805) 893-4415

COMPANIES

ABB Systems Control
May 10
ADP
May 2
AFG
April 18
AT&T/Global Information Solutions
April 18 & 19
Advanced Micro Devices
May 15
Acrotek
April 24
Amber Engineering
April 29 & 30
Ampex
April 23
Canon Astro Office Products
April 29
Cadence Design Systems
April 16
Comerica Bank
May 3
Compression Labs, Inc.
May 14
Dolby Labs
May 23
ENSR Consulting
April 25
ETech System, Inc.
May 2
Enterprise Rent-a-car
May 7
Echostar
May 3
Factory Mutual Engineering
April 22 & 23
Fireman's Fund
April 19
Fortis Investors
May 9
Franklin Templeton Group
April 22
GDE Systems, Inc.
April 23
GTE Gov't Systems
April 15
GTE Services
April 16

Heublein, Inc.
April 24
IOF
April 30
Infinity Sales
April 16
Infogensis
April 24
Integrated Devices Tech.
April 19
J. & J. Industries
May 1
John Hancock Financial Services
April 18
Lawrence Livermore Labs
April 22
Mercury Interactive Corp.
April 18
Mervyn's
April 30
Nabisco Foods
April 24
Naval Satellite Operations Center
April 17
Northwestern Mutual Life/Sacramento
May 9
Northwestern Mutual Life/Wild Hills
April 22, May 8
Olde Discount Stock Brokers
April 30
Orthodyne Electronics
May 7
Platinum Solutions
April 15
Plutus Enterprises
April 19
Promus Hotels
April 17
Pyramid Technology
April 22
Quality Semiconductor Inc.
April 22
Royal Alliance
May 1
Sav-On
April 19
Spectron Microsystems
April 23

Staples, Inc.
May 2
State Farm Insurance
April 15
SunMicro Systems
April 15
20th Century Insurance
May 8
TRW
April 25
Target Stores
April 18
Trimble Navigation
April 24
Turner Entertainment
April 19
U.S. Peace Corps
May 1, 2, 3
Underwriters Labs
April 22
Unique Business Systems
April 24 & 25
Vetronix
April 24 & 25
VisiCom
April 15
Wallace Computer Services
April 18
World Marketing Alliance
April 22 & 29, 1996
Xontech
April 16

SCHOOL DISTRICTS

Further information is at the Educational Employment Desk at Counseling & Career Services.

Alisal Union School District
April 15
Bassett Unified School District
May 6
Burbank Unified School District
May 3
Carpinteria Unified School District
April 17
Conejo Valley Unified School District
May 17
Goleta Union School District
April 17
Hollister School District
April 24
Lompoc Unified School District
April 29
Long Beach Unified School District
May 2 & 3
Los Angeles Unified School District
May 2
Lynwood Unified School District
April 16
Moorpark Unified School District
April 23
New Haven Unified School District
May 6
Ojai Unified School District
April 25
Orcutt Union School District
April 16
Oxnard School District
April 16
San Benito High School
April 22
Santa Clara Unified School District
April 23
Santa Lucia School District
April 29
Santa Paula Union School District
April 19
Ventura Unified School District
May 3
Whittier Union High School District
May 16

InfoGenesis

Technical Support -

A growing, local Point-of-Sale software company for the Hospitality and Foodservice industries has several opportunities open for sharp individuals with strong technical expertise. Qualified applicants should have extensive hardware and software experience. Must possess good communication skills, the ability to interface well with users at all levels, and work well under pressure. Networking experience is a plus.

Send your resume and salary history to InfoGenesis, Attn: Gina Masicampo, 1351 Holiday Hill Rd, Santa Barbara, CA 93117; or fax to 805-681-8609.

FEATURING

- Mike Allgeier, President Santa Barbara Research Center
- UCSB engineering alumni

LEARN ABOUT

- The changing structure of the corporate ladder
- The 90's job market
- First year earnings
- Advancement opportunities, politics and other realities

ANDERSEN CONSULTING
Thank you to Anderson Consulting for their sponsorship of this event

For information call 893-8285

CLIMBING THE CHANGING

ENGI-CORPORATE NEER-LADDERING

A Symposium for students interested in Careers in Engineering



Engineering II Pavilion
Tuesday, April 16
5:30 pm
Pizza reception with the speakers after the event

Coordinated by the UCSB Engineering Alumni Association

**Sell It
Wow**
in the Nexus
Classifieds!

An Interview with Arthur Andersen

By Lily Maestas
Career Counselor

WANTED: Creative problem solvers with an eye for business, a history of achievement and a desire for professional mentoring.

I recently had a conversation with Joseph Rosenbaum who is a partner in the Financial Specialty Services group at Arthur Andersen in Los Angeles. I was interested in learning about the consulting opportunities offered by this "Big 6" firm. I learned from Joe that Andersen Worldwide is composed of two separate business units: Arthur Andersen and Andersen Consulting. Most people identify Arthur Andersen as being the traditional accounting firm offering audit and tax services while Andersen Consulting is thought to perform all of their consulting work. In actuality, Arthur Andersen also provides a variety of consulting services. In fact, these specialty consulting services within Arthur Andersen have experienced tremendous growth over the past few years and currently offer a variety of career opportunities for accountants and non-accountants alike.

Joe's Financial Specialty Services ("FSS") consulting group at Arthur Andersen includes litigation consulting, government contract consulting, and corporate recovery consulting. Litigation consulting entails working with corporate management and their attorneys to analyze financial information, prepare damage analyses, and provide expert witness testimony. Government contract consulting includes assisting government contractors in resolving complex problems with the government and maximizing profitability through services such as compliance review, pricing analysis, and optimum cost recovery. Corporate recovery consulting provides bank-

ruptcy, reorganization and insolvency services, and assists lenders by investigating companies' financial positions and developing turnaround strategies.

With all of this in mind, I inquired about the type of students the FSS group looks for during college recruiting. I learned that the organization is highly selective. In evaluating candidates, considerable significance is given to the overall undergraduate experience which includes GPA, major (including, but not limited to, accounting, finance, computer science, math, economics, or statistics), work experience, internships, extracurricular participation, and leadership. Students must also demonstrate a high level of integrity and professionalism in order to "make the cut" for these highly selective positions.

Joe and Peter Brown, a manager in the FSS group, discussed the criteria used to determine a student's compatibility and potential for success with the fast-paced specialty consulting services of Arthur Andersen. According to Joe, "We are looking for people who want to develop the mentality of a consultant. They need to be creative, anticipate future problems, and identify opportunities that may arise as a project develops." Peter added, "New hires need to be comfortable with the idea of change because projects will often evolve over time and end up being very different from what they started out to be." Joe and Peter both cited the ability to listen carefully to the client as critical; a consultant for Arthur Andersen should be able to assess a client's current and future needs and be able to articulate impressions and recommendations back to the client. Joe indicated that in addition to technical skills, "communication and presentation skills are paramount in the development of a successful consultant and we provide our employees with the tools and training they need to develop these skills."

New employees at Arthur Andersen can expect the full support of the firm with respect to their professional development. For example, through formal and informal networks, new staff are assigned to a "mentor" who takes an active and positive role in career guidance, including training and orientation. Joe also talked about specific kinds of structured training that is provided by the firm. Courses in Damage Analysis and Statistical Sampling are examples of the technical or "hard skills" that are necessary to function successfully in FSS. Other training involves developing "soft skills" which focuses on developing management abilities such as presentation skills, business writing, negotiating strategies and social issues like men and women as colleagues. All of this is part of a training plan established for every employee and reviewed annually to accommodate each individual's learning curve. Joe said, "Arthur Andersen makes a significant commitment to the success of every person we hire, therefore we must start with the most qualified and versatile applicants. It is simply good business to do it that way."

At the end of the interview I was left with the impression that Arthur Andersen looks for individuals who have met the challenge of their undergraduate experience with vigor. Arthur Andersen seeks students who have developed intellectually, socially, and personally and look forward to their professional lives with enthusiasm and self-confidence. Arthur Andersen does not just seek accounting majors. Exciting and challenging careers are also being offered for those who seek to become consultants.

For more information about Arthur Andersen Financial Specialty Services stop by the Career Resource room in Counseling and Career Services.

New Workshops at C&CS for Spring

Electronic Resume Revolution*

Bigger companies are scanning resumes into computerized "Applicant Management" Systems. Learn how to make yours stand out!

Thurs., Apr. 25..... 2-3 pm
Thurs., May 16..... 2-3 pm

Creative Job Search Strategies*

...for Business Economics Graduates

Learn where the jobs are and the strategies to get them. Avoid the trip of media or parental pressures to sell out your future dreams for a rewarding career. Take control of your job search now. Explore new technologies and networking possibilities for uncovering the "hidden job market" in today's changing, global marketplace.

Wed., May 1..... 3-4 pm

...for Communication/English Graduates

Discover the myriad of possibilities open to those graduating with a communications degree or interest. Learn how to go inside those alternatives now emerging within the telecommunication, information superhighway, software development industries. Learn how to package your skills and interest that speak to employer needs. Don't miss this chance to get a jump on your future. *Avoid senioritis!* Get started now.

Wed., May 15..... 3-4 pm

Global Job Search:

Human Services and Education*

Get the inside track on landing an overseas job in education, human services fields. Emphasis on resources and strategies for approaching employers. Participant Limit: 30.

Thurs., Apr. 18..... 3-5 pm

Social Service Mini-Series*

Are you interested in breaking into a social service career? Do you want to gain work experience in a social service agency before going on to graduate school? The following workshops will help you on your way.

◆ Writing a Resume for a Social Service Job

Explore a few of the entry level positions in social service open to college grads and the basic resume elements that target those positions.

Mon., Apr. 15..... 3-4 pm

◆ Interviewing for a Social Service Job

Learn the typical approaches to interviewing in the field of social service, the types of interview questions to expect, and how to answer them.

Mon., Apr. 22..... 3-4 pm

The "Tweenie" Job Search*

For graduates who are betwixt and between... If you are entering the job market for a year or two, on the way to graduate school; find out about Post B.A. internships, how to maximize your time, and strengthen your career portfolio for graduate or professional school.

Tue., May 7..... 11 am-12 noon

Dress for Success (for men)*

Learn how to look your best to impress employers. Clothing tips for the professional interview.

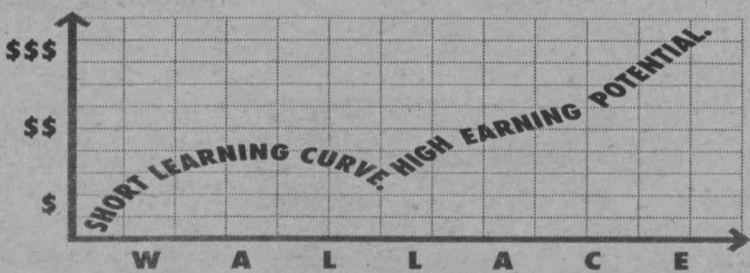
Wed., Apr. 24..... 7 pm

The 10 Fastest Growing Occupations, 1994-2005 (numbers in thousands)

Occupation	1994	2005	Percent Change
Personal and home care aides	179	391	119
Home health aides	420	848	102
Systems analysts	483	928	92
Computer engineers	195	372	90
Physical and corrective therapy assistants and aides	78	142	83
Electronic pagination systems workers	18	33	83
Occupational therapy assistants and aides	18	29	82
Physical therapists	102	183	80
Residential counselors	165	290	76
Human services workers	168	293	75

Source: Bureau of Labor Statistics, Office of Employment Projections, December 1995.

Consider a Career in Sales



Wallace is an \$800 million company and a leader in the manufacture and distribution of products for solving information processing problems. Wallace is eager to attract graduates interested in a career with a short learning curve and a high earning potential.

As a Wallace Sales Rep., we'll prepare you for success with a comprehensive sales training program that will allow you to develop your own leads, service major accounts, and design forms to solve customers' problems and increase their productivity.

If you have excellent business and interpersonal strengths, plus a college degree, preferably in Business, success may be waiting for you. We offer a guaranteed salary, unlimited commission potential, and the opportunity to move ahead into management or marketing.

For more information about a career with Wallace, please come to our Information Session on Wednesday, 4/17 from 5pm-7pm, on the 2nd floor of the UCEN in the Mission Room. Interviews will be held in the Career Center on Thursday, 4/18. If unable to interview, please submit your resume to: Wallace, Chris Amrhein, 15315 Magnolia Blvd., Suite 110, Sherman Oaks, CA 91403. FAX: (818) 891-6898. EOE

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UNIVERSITY OF THE PACIFIC

For Informational Materials, Write To:

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3200 Fifth Avenue • Sacramento, CA 95817 • (916) 739-7105

Gifts for the Graduating Seniors on Your List

With the arrival of Spring quarter thoughts of graduation begin to take center stage. Here is a list of books focusing on career planning and job search strategies that will help make the transition from college student to working professional a little easier.

Job Smarts for Twentysomethings by Bradley Richards.

Beat The Odds: Career Buoyancy Tactics for Today's Turbulent Job Market by Martin Yate.

Unlimited Options: Career Strategies to Last a Lifetime by Lily Maestas and Lorelei Snyder.

The Complete Job Search Handbook by Howard Figler.

Megatrends 2000 and The Global Paradox by John Nausbitt and Patricia Auberdene.

The Online Job Search Companion by James Gonyea.

Skills for Success by Adele Scheele.

Zen and The Art of Making a Living by Richard Boldt.

Finding Your Perfect Work by Paul and Sarah Edwards.

If you are graduating put these books on your wish list. If you're not graduating yet, don't forget all those nervous graduates on your list.

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Glory Days Forecast For California

The following is reprinted with permission from the author.

By Edward Iwata
San Francisco Examiner

SAN FRANCISCO — California is on the cusp of a renaissance that will make it a leader of world commerce in the 21st century, according to two respected think tanks.

Forget the old horror stories of plant closings, mass layoffs and companies fleeing the state. By the end of this year, California will bounce back completely from its 5-year-long recession. Once again it will enjoy 12.5 million jobs, after the number of jobs dipped to 12 million in 1993, the recession's worst year.

The bullish forecast comes from the Center for the New West in Denver and the Center for Continuing Study of the California Economy in Palo Alto.

Recent economic predictions from banks, universities and the state Department of Finance also have been fairly upbeat. Last week, the state Department of Employment Development said California was creating jobs at twice the national rate.

The new report was even more encouraging. The Golden State is widening its lead over other states in many areas, including exports, technology manufacturing, film jobs, agricultural sales, bio-medical firms and jobs, and multimedia companies.

California's old defense economy, the envy of the nation 30 years ago, has given way to a thriving "knowledge economy" in technology, science and entertainment that is unmatched in the world. This is creating billions of dollars in revenues and tens of thousands of jobs, the economists said.

"California has a new economy — a benchmark for America's new economy," said Philip Burgess, president of the Center for the New West.

The study, called "California: A Twenty-First Century Prospectus," also dealt with:

• **Jobs:** By late 1996, the state's high-octane economy will have regenerated the 500,000 jobs lost since the recession first hit five years ago.

Many of those jobs will come in industries such as

entertainment, trade, engineering, management services, multimedia, computer services and construction.

• **Business exodus:** The scary flight of businesses to other states has slowed and appears to be reversing. The rate of business relocations peaked in 1992, then fell in 1993 and 1994.

• **Gazelles:** Young, fast-growing companies — called "gazelles" by economists — dominate the corporate landscape here and create most of the state's new jobs.

Small companies with fewer than 100 workers make up 52 percent of the California work force, compared with 42 percent in 1979.

• **People power:** A smart, well-educated work force makes California its home, creating more high-wage jobs than any state.

Millions of immigrants — from corporate managers to minimum-wage workers — continue to shape the state economy. In Orange County, for instance, six of the region's largest industrial companies are run by immigrants.

• **Trade:** Each year, California produces more and more of the nation's exports. Last year, 16 percent of total American exports were made in the Golden State.

But all is not ideal. California's dream economy easily could be ripped apart in the coming years, the economists warned.

Tens of thousands of workers may never regain their lost jobs in aerospace, real estate, finance and manufacturing.

In the state's troubled public education system, the dollars spent on each student continue to decline, with California ranking 42nd nationally.

And shrinking government revenues are hurting California's ability to fix its ailing infrastructure of roads, airports, ocean ports and water supplies.

"It's crucial that public officials understand these changes," cautioned Joel Kotkin, a co-author of the report and a senior scholar at Pepperdine University's Institute for Public Policy.

To solve the problems, the economists said, California must balance its state budget, fund a program for long-term public investments and aim for more local control over education and infrastructure spending.

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With the successful launch of EchoStar I, new and exciting challenges await EchoStar as we explore the dynamic world of satellite system hardware, software and entertainment programming — our DISH Network.

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So if you possess the drive to lead the way forward in satellite television technology, please sign up for an on-campus interview at your university Career Placement Office. EchoStar is currently seeking:

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Information Session will be held TODAY at 12:00 noon
in Counseling & Career Services Rm. 1109

you'd be surprised how much one year of service can do for your country, your resume, and your future. Contact Robert Jarman, Campus AmeriCorps Rep. at (805) 685-7651 OR UJARMROO@MCL.MCL.UCSB.EDU

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