

## PRESS RELEASE

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Employment, Careers, Human Resources, General Ed, NY Business News

Bernard Haldane Associates Offers Tips on How Job Hunting College Graduates  
Can Avoid the School of Hard Knocks

NEW YORK, NY - May 17, 2004 /Send2Press Newswire/ - April showers bring May flowers, and June produces millions of new job seekers in the form of recent college graduates. Since many will be job hunting for the first time, these aspiring professionals need to tailor their job searches to best suit their strengths and goals, while effectively working around the limits of their experience.

"Character and fitting into the corporate culture are often more important to employers than what a recent graduates diploma says," according to Jerry Weinger, Chairman of Bernard Haldane Associates, the international career management firm. "For someone without much work experience, it's important to communicate how you will bring value to the job. It's okay to tell interviewers: 'I'm dependable,' or 'I never give up before a job is done.'"

There are a number of ways in which college students can successfully graduate into professional life. Career advisors offer the following tips for those with a new diploma in one hand and a resume in the other:

- \* Apply for positions you have a genuine passion for. Employers seek natural enthusiasm.
- \* Contact companies that interest you to learn what type of people they hire. Inquire about potential openings and learn the types of skills and traits they look for.
- \* Research the company prior to an interview. Always check out the web site and learn as much as possible about the position.
- \* Network among family and friends. They may have valuable referrals.
- \* Utilize the resources of your college's alumni network. Ask past graduates from your school for career advice and networking contacts.
- \* Always be persistent during the interview process and follow up. Never give up!

"Don't underestimate what past part-time jobs might say about you," said Weinger. "For example, babysitting experience lets employers know that you were entrusted with the most important responsibility a parent can bestow. Find ways to communicate the skills that your past jobs have equipped you with and discuss specific accomplishments. If you generated return customers by creating a customer-friendly environment at your wait-staff job -- sell that.

Founded in 1947, Bernard Haldane Associates is the nation's oldest and largest career management firm. For more information, visit <http://www.bernardhaldane.com>.

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