Parish grads

Todd Nittolo Jose Otero Michael Palermo James Pierce David SanAngelo Chad Springett Christopher Strait Rhonda Sweet Michelle Trickey Sarah Trombino

St. Michael's, Penn Yan Penn Yan Academy

Amber Banach Scott Baum **Christian Breitling Robert Burton** Heather Cougevan Tricia Cronk Gail Crosby Patrick D'Abbracci Christine Doyle Eric Gleason Lauren L. Goodell Joanne Guarney Heather Hansen Michael Hansen Mary Hoagland Mark Hulse Lorena Inscho Michael Manahan Theresa Ann Nydam Kevin Rhinehart Jean Marie Soper **Douglas Weisberg** Heidi Wilhelm Brian Winslow Jennifer Burg

St. Monica's, Rochester School Without Walls

Tina Leann Chamberlain

St. Patrick, Cato Cato-Meridian

John Bednarski,III Brandie Blake Wade Cardinale Linda Fox Kellie Grady Michael Grant Shawn Hoyt Rebecca Janes Erin Killough Matthew Kovach

Tammy Lee Rebecca Lewandowski Mark Lovell Shannon Mack Brian Murphy Mark Ott Amanda Serafini Jennifer Tanner Maureen Taylor Kevin Teska Jared Trapp

St. Patrick, Elmira Elmira Free Academy

John Buzzetti David Cleary Anthony Curione Anthony Devitt Colleen Ford Rose Horigan Jill Keefe Kimberley McConnell James Reed Linda Sartori Stephenie Suffern

Southside High

Cassandra Cruise Joseph Luisi

Thomas Edison

Katherine Murphy

Mt. Morris Central

Melissa Anzalone

Michael Donovan

Robert Beverlin

Tracy Coultry

James Hamler James Koch

Kristie Mann

John McCart

Tad Olsowsk

Ryan Regal

St. Patrick, Mt. Morris

St. Patrick's, Savannah Clyde-Savannah

Kim Bresnahan Marcie Campbell Joanne Crumb

Chad Donk Katherine King

St. Paul of the Cross, **Honeoye Falls**

Bloomfield Central William Opett

Honeoye Falls-Lima

Colleen Batte Dana Burke Terri Burke Maureen Connelly Lisa Desmann **Michele Dooley** Jody Ferriter **Darren** Fontaine Michelle Gibbs Janet Gleichauf Stephen Hunt Louis Laviani Keven Lewis Christopher Lindsay Jennifer Lindsay Shannon O'Toole Tamara Oyer Meghan Reid Jessica Scannell Steven Shubert Jodi Shafer

St. Pius Tenth, Rochester

Churchville

Tiffany Bieck

Gates Chili

Mark Barrett Nicole Christian Kerry Ann Lynd Becky Pietropaoli James Suplizio

St. Salome's, Rochester

Eastridge

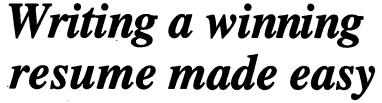
Jason Clark Genevieve Grange Melanie Giglio Mary Beth Guida Karen Ruffino

Determination.

You can see it in a good man's face.

Take in the re MARINE Marines $e: i \in u_T$





By Michael Kinsman **Copley News Service**

When you think about it, job resumes usually bear a striking resemblance to obituaries.

Both give you a rundown - at least in formal terms — of a personal history. In the case of resumes, however, you may find yourself buried alive.

That's what career counselor Stephen Ash believes. He thinks that many people shoot themselves in the foot by clogging their resumes with a lot of information that employers don't care about. "A good resume or work appli- lar job, your job title and where cation or commercial will provide you the promise of future benefit," Ash says, adding that too often job seekers concentrate only on the past.

says, most employers won't even bother to read it.

"Resumes are scanned, not read," he says. Those resumes that look heavy, or feel heavy, probably will be given short shrift.

"Resumes are meant to be screened out, not screened in," he says.

Ash says you shouldn't reveal too much about yourself in a resume. After all, he reasons, the more you tell, the more opportunities an employer has to reject you.

All you really need in a resume are an indication of how much time you have spent at a particu-

"You want to leave the employer with the impression that 'I've done it before and I'll do it again,' " he says.

If this approach seems to leave resumes as simply an image presentation, that's OK with Ash.

Resumes are, he says, advertisements for you, and lend themselves to the same underlying philosophies used to draft advertisements. You want to create a perception about yourself that another person will understand.

Building the perfect resume is akin to producing an effective ad. Ash says you can't go wrong if you



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Ash is an expert on the preparation of resumes, their subtleties and the subliminal messages that can be used effectively to get across your point.

Most of us load our resumes with information, hoping that we'll be able to sell ourselves to a potential employer.

Ash says we're taking the wrong approach.

"Eighty percent of the hiring process is a gut-level feeling - it has nothing to do with the facts involved," he says. "The only purpose of a resume is to get you an interview."

considerable amount of time and subliminal message working care preparing your resume, Ash against you.

you did the work.

"When you don't know what an employer is looking for, you tend to tell them everything about your life," Ash says. That's more than they need, or want, to know.

A good resume is a dramatic presentation. It shows that you can handle assignments, have a proven track record and will be able to do it again.

Ash says to avoid saying you "were responsible for organizing and handling" a particular project, but rather say you researched, organized, structured and supervised " that project.

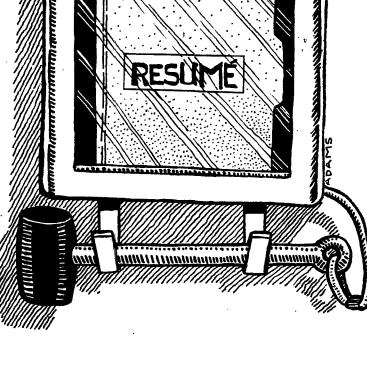
Past tense is a must, according to Ash.

Use of words that end with "ing" leaves the employer to wonder whether you'll ever accom-And, even though you spend a plish anything. That is a powerful organize and communicate your background and talent in a form that even an 8-year-old can understand.

That is, you design your resume so an employer will hire you because he wants to, not because he needs to. This reflects the advertising notion that appealing to 8year-old maturity level is the easiest way to sell something, since 8year-olds are most prone to spontaneous actions.

Because you are trying to elicit a certain response with your resume — a job offer — design your resume for that purpose rather than presenting a simple biographical fact sheet.

"The mark of an effective resume is in the amount of response you get from it," Ash says. "You can have the best product in the world, but if people don't perceive it that way, it won't do you much good."



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