



North Texas

ACP

ACP ASSOCIATION OF CONTINGENCY PLANNERS - Providing a powerful network for the advancement of the industry and the development of business continuity professionals.

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Quote of the Month

"Real knowledge is to know the extent of one's ignorance." *Confucius*

President's Comments...



We had our chapter board meeting yesterday. I'm amazed that we have had 44 new members join our chapter so far in 2012. That is outstanding. And, it is great to have you join our organization.

Another discussion topic was our progress on our 2012 goals. One of our 3 goals is to "Improve Community Outreach". There were several ideas for a project among the board members, and research is now occurring for those ideas. It could be collecting toys for Toys for Tots, working with the Red Cross, volunteering at a food bank, ... Please send any of the board members your ideas for a volunteer project--even if it is something that would likely occur in 2013.

Each year, the first step for chapter elections is establishing the Nominating Committee--which really presides over the process instead of creating a slate of officers. I am so impressed that the 3 people nominated to serve in this role all responded back within a few hours. Your 2012 North Texas ACP Nominating Committee members are:

- Thomas Celentano, jcpenny
- Mirka Clavel, PwC
- Nadia Mancilla, Federal Home Loan Bank
- Mark Weidner, EFH: Ex Officio role since he chaired the committee the last 3 years.

If you haven't accessed the corporate website in 2012, I encourage you to set aside a few minutes to go to www.acp-international.com. Please check your membership status, make any updates to your contact information (you can have multiple email Ids for communications), and look at the information available in the members-only section.

And, one last item for your To Do list. Start thinking now about who you should invite to our Tuesday, November 6, meeting. We will have a broad overview presentation covering business continuity, disaster recovery, and emergency management. This is a great way to introduce your co-workers and management to what we do as professionals. It is also a way to give those considering the profession an overview in a few hours. The format will be a short overview of each DRII Professional Practice, followed by a panel discussion.

See you in Fort Worth on Tuesday, August 7, for our Bureau of Engraving tour and tabletop exercise discussion! *Mike*

North Texas Chapter Meetings

INFORMATION ABOUT OUR UPCOMING MEETING

Date: Tuesday August 7, 2012

Subject 1: Field Trip – Bureau of Engraving tour

Subject 2: Table Top exercise discussion

Note: Please purchase your lunch en route, as there is no cafeteria onsite

Speaker 1: Gary Medesy

Location:

Bureau of Engraving and Printing
Western Currency Facility Tour and Visitor Center
9000 Blue Mound Road
Fort Worth, TX 76131
(817) 231-4000 (local)
(866) 865-1194 (toll-free)

(Directions on Page 4)

Time: 12:00 NOON - 2:00 PM CT

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Special Points of Interest/Inside this issue

- *July Meeting Recap*
- *Tweet Tweet!*
- *Upcoming Bureau of Engraving Field Trip in August*
- *BC/DR Profession showcase – Joplin Tornado Info Facebook page *New Interview Section**
- *Career Corner*
- *11 Resume Truths*
- *Meeting Calendar for 2012*

July Meeting Recap

BOYS SCOUTS OF AMERICA

ACP members and guests were treated to an outstanding meeting in July, filled to the brim with interesting topics and great presenters! It was great to see many new faces, as well as those returning to our chapter. We have received positive feedback from members about our meeting content and field trips. Thank you, we like to hear that you are receiving value for your dues!

- Jesse Davis provided an in-depth look at the robust Business Continuity program at AA Credit Union. Thank you Jesse, it is always an honor to listen to someone who takes such an active and enthusiastic role in BC in their work place.
- John Small brought us the latest on the much spoken about 'PS Prep act' (Private Sector Preparedness Act), as well as covered the events that led up to the creation of the act, post 911. We had several members new to the BC profession in attendance, so John's talk provided valuable insight to industry standards. John's company is Business As Usual, Inc. Thanks John – we appreciate your focus and dedication to our profession.
- Michael Gaciri provided us with a behind the scenes look at the Regional Hazards Assessment Tool and how all the information is coordinated to provide users with up to date data. Michael, we appreciate you taking time to come and share with the group about the analysis tool for emergency preparedness stakeholders in the North Central Texas region. Michael works for the North Central Texas Council of Governments.



Jesse Davis



Michael Gaciri

Tweet Tweet!

It's time to become more socially mobile! And in doing so, North Texas ACP has officially launched its Twitter presence. Don't tweet yet? Not a problem! It's just as easy as setting up your LinkedIn, Facebook, or dating page (ok; now I know I have your attention!)

So how does one tweet? Simply go to the main Twitter.com page: www.twitter.com and follow the instructions below "New to Twitter?" No fuss, muss or fanfare required but do please make sure that once you're tweet-y ready, that you follow us, @NorthTXACP, and also check out who we're following.

Want to be a Twitter phenom? Then by all means, dig deeper into the Tweet-a-sphere, and soak up the in-depth knowledge found in the following online guidebook:

<http://mashable.com/guidebook/twitter/>

Please remember that this is new territory for us and we'll continue to improve and add relevance to our tweets as we progress. Helpful comments, suggestions and newsworthy re-tweets are always welcome and encouraged. Questions? Get your answers by contacting Mia Marzullo mia.marz@hotmail.com directly.

By the way, Mia will be presenting special social media gifts at the December luncheon for any member following us by September's meeting. Thanks! Mia

*****Upcoming Tour in August***
Bureau of Engraving Fort Worth
August 7th**

We have yet another outstanding tour prepared for our members in August, so mark this one in your calendars!!

Perfect timing to conduct this tour as on August 29th , the bureau celebrates their 150th anniversary. What a GREAT time for us to visit the facility. Details are below:

When: 12:00pm noon on August 7th

We will take the tour and then Gary Medesy has arranged for ACP members to have a question and answer session regarding BC/DR and some security issues following the tour. For more details, please click the link below.

<http://moneyfactory.gov/tours/fortworthxtours.html>

It has been requested that all members wishing to attend the Bureau of Engraving tour provide their intent to attend the meeting **by Tuesday July 31st**. This information will be provided to the host at the Bureau of Engraving for security purposes.

Everyone should just bring their vehicle keys and ID, and avoid bringing bulky items like purses or attaches, if possible. Wallets are okay if anyone is interested in purchasing anything at the Visitor Center. Definitely no cell phones or any other electronic devices - other prohibited items are listed on the link.

PARKING: ACP members have been asked to park in the Transfer Station parking lot (to the North of the main entrance on Blue Mound Road) - there is a large illuminated sign at the tour entrance. We'll take the tour and then have the meeting in our Auditorium, which entails a short walk outside.

DIRECTIONS:

From Denton:

Take I-35W South towards Fort Worth and merge onto US 287N /US 81N (Exit 60). Exit FM 156 (second exit) and turn left (south) onto FM 156/Blue Mound Road. Proceed one mile and turn left into the visitor parking lot.

From Downtown Dallas:

Proceed west on Interstate 30 to Loop I-820N (Exit 21B). Proceed on Loop I-820 to I-35W North (Exit 16A) toward Denton. Proceed north on I-35W to Hwy. 287/81 (Exit 60) to Decatur. Proceed north on Hwy. 287/81 to FM 156 (second exit). Turn left (south) onto FM 156/Blue Mound Road. Proceed one mile turning left into the visitor parking lot.

From North Dallas:

Take I-35E south to Loop 12 South (Exit 436). Proceed to Hwy 183 West toward Irving/DFW Airport. Proceed west on Hwy 183 to Loop I-820W. Proceed on Loop I-820W to I-35W North (Exit 16A) toward Denton. Proceed north on I-35W to Hwy. 287/81 (Exit 60) to Decatur. Proceed north on Hwy. 287/81 to FM

156 (second exit). Turn left (south) onto FM 156/Blue Mound Road. Proceed one mile turning left into the visitor parking lot.

From South Fort Worth:

Take I-35W North toward Downtown Fort Worth and proceed north to US 287N/US 81N (exit 60) toward Decatur. Exit FM 156 (second exit) and turn left (south) onto FM 156/Blue Mound Road. Proceed one mile and turn left into the visitor parking lot.

From West Fort Worth:

Take I-30E and merge onto I-820N (Exit 5B). Proceed on Loop I-820W to I-35W North (Exit 16A) toward Denton. Proceed north on I-35W to Hwy. 287/81 (Exit 60) to Decatur. Proceed north on Hwy. 287/81 to FM 156 (second exit). Turn left (south) onto FM 156/Blue Mound Road. Proceed one mile turning left into the visitor parking lot.

Note: FM 156 may also be called Blue Mound Road.

*** * *BC/DR Profession Showcase* * ***

An Interview with Rebecca and Genevieve Williams Joplin Tornado Info Facebook page

This month we are delighted to feature a new section “BC/DR Profession Showcase”, which provides a forum for leaders in our industry to share their insights - whether it is new and innovative or simply reinforcing established principles. To get us off to a searing hot start – we reached out to interview Rebecca and Genevieve Williams, who are the founders of the Joplin Tornado Info Facebook page. **A standing ovation to both Mother and Daughter who sacrificed their time and energy (and sleep!) to help their community at a time of crisis and THANK you for giving us the privilege of conducting the interview.**

Joplin Tornado Info Facebook page made its first post within 2 hrs. of the May 22nd EF-5 tornado that destroyed 1/3 of Joplin, Missouri. The page was created and maintained by the mother/daughter team of Rebecca and Genevieve Williams. Joplin Tornado Info is a grassroots, community volunteer effort that was recognized as one of seven finalists for a 2011 Mashable award in the Best Social Good Cause category an award given for *This category honors the readers’ choice for the best use of digital or social media in a non-profit, philanthropic, cause-focused or corporate social responsibility campaign.* “The Use of Social Media for Disaster Recovery” guide written using experience gained through the creation and administration of Joplin Tornado Info Facebook page and the use of social media in Joplin has gained national attention and was referenced by Texas Governor Rick Perry as a resource for county emergency managers. The free guide published and hosted by University of Missouri has gained national and international attention and has been downloaded over 10,000 times.

Q & A with Rebecca Williams

So how exactly did the Joplin Tornado Info page start on Facebook – what tool/s were you using – i pad, laptop, iphone or other?

Immediately following the tornado there was an information vacuum locally due to area wide power outages, loss of wifi et al. Information that was coming in to our Facebook feed from friends was unbelievable. We had a burning desire for accurate information. Genevieve had a strong background in social media and SEO and it occurred to her that a Facebook page devoted to information about the Joplin tornado would be useful. We had no idea the scope and breadth of the Joplin tornado when we started the page. Our frame of reference for worst case scenario was the May 10, 2008 tornado (http://www.crh.noaa.gov/sgf/?n=may10_2008_tornadoes) that killed 14 people in Newton County, Missouri after touching down in SE Kansas, wiping out Picher Oklahoma, staying on the ground in Newton County for 50 miles. After Joplin’s tornado power and wifi and 3G were down throughout much of the area so the page was created on an iPhone with a question mark for Joplin Tornado Info’s icon. For the first several hours Genevieve and I operated solely from our iPhone’s. Later we used our iPhones, iPad, a Dell desktop an HP mini and an HP laptop. Early on I relied on the HP mini for the majority of my posts. Genevieve used her desktop and we both used and continue to use our iPhones.

Can you describe for us what the first 48 hours were like – was there a large influx of messages coming in and how did you keep up with them?

The first 48 hours were mind-blowing. JTI admins agree that the first few weeks are a blur. I started a 3 pot of coffee a day habit the night of May 22nd. We didn’t sleep a full night for the first three weeks. When we did lay down to rest it was fitful with the page feed replaying and swirling in our minds. Every waking minute was devoted to running the page and the resulting logistics coordination. We read and answered every post. The feed moved so quickly that we often answered the same question many, many times. The power

was out throughout Joplin and people were relying on text messages (phone calls would not go through but text messages most often did) for vital information. People in other areas were monitoring our feed and texting the information to people in Joplin. The amount of information coming in was mammoth but never enough. We monitored all local news outlets and reposted vital information. A group of people at Crowder College-Neosho campus used the computer lab to scour the internet and post it to Joplin Tornado Info. We relied on such groups and individuals for much of the information that we shared. Through coincidence many of the people who jumped in to help by posting were our acquaintances so we had trusted sources. Within 24 hours we had added as administrators of JTI officials from the water, gas and electric companies along with representatives from several faith based operations and a national relief agency. We went to great lengths to track down a FEMA representative. They declined to work with us. Facebook had not launched timeline and manning a page such as JTI was more difficult than it would be with recent Facebook changes. Facebook timeline does not go to the very beginning of JTI but takes up May 24th. Before timeline was instituted we saved the first 48 hours of posts of JTI (community member posts are not available to us for the first 48 hours). These early posts give an idea of how it was. Looking back over them it is chilling to see the posts searching for missing people, makeshift triage center locations, shelter shuttle transportation and locations, donation logistic information and sharing and reposting every piece of new information and reposting vital info frequently and answering countless questions. The first few days volunteers who had done social media during the April 2011 Tuscaloosa tornado helped us get set up and helped us man the feed and answer questions. We even got an email from a person doing social media related to the Japan Tsunami offering advice and encouragement. From the beginning Joplin Tornado Info was an online community effort.

Aside from your local community, who were the other local groups/authorities that you were communicating with – for example: schools, police, power companies etc?

We made contact with and worked with every helping entity that we could. We followed every group/organization/entity that was contributing to Joplin's recovery from FEMA to Red Cross to City of Joplin to Mo-Kan Roller Girls (provided mobile cold drinks to volunteers) We acted as a go between for efforts and those in need, connecting the dots between needs and resources. Our JTI community exhibited a high level of engagement and many took it upon themselves to help with our efforts via posts, reposts, corrections and actual volunteering. Genevieve and I also relied on our personal Facebook feed which included several people with authority in various occupations working toward recovery. We also had a news anchor with meteorological experience that lived in another state monitoring the National Weather Service-Springfield, Mo. and posting emergent weather news as a JTI admin. Joplin experienced hurricane force rain, wind and lightning for many hours after the tornado. Weather news was critical for both physical and emotional safety in those early post tornado hours. We also relied on an area journalism instructor and a well-known and very active local news- blogger to help in information gathering and sharing. David Burton-University of Missouri Extension reached out to us and has been part of our efforts since the first day.

Did you ever imagine that as the event unfolded, your Facebook page would become an outstanding record of chronological events? What do you perceive to be the most value from having this record?

Truthfully, when the page began we had no idea what we had started. Fortunately we both had an understanding of and a respect for journalistic integrity and established the page early on as an information clearinghouse with no agenda other than posting vital information and facilitating the connection of needs to resources. Joplin has been referred to as a model for disaster recovery. We are proud to have documented a chronological record of that recovery as it unfolded from multiple sources.

What are some of your Lessons learned from coordinating such a significant media intensive event?

The number one lesson is that communities ought to establish or connect with pages such as Joplin Tornado Info BEFORE disaster strikes. Valuable time in early rescue and recovery is lost creating and launching a trusted social media recovery source. David Burton had created several community tornado info pages in January "just in case". When the leap day tornado hit Branson his Branson Tornado Info page went viral growing to over 17,000 fans in about 24 hours.

We learned that the largest page or outlet is not necessarily the best source for accuracy and or timeliness. Many smaller media outlets and citizen journalists have made invaluable contributions, sharing little known or unofficial aspects of the Joplin recovery process.

We have learned that social media in concert with Ham radio, AM/FM radio, local newspapers and television fill the need for information in a disaster. Any of these sources alone is not sufficient. Each disaster is different and each disaster affects the ability of these outlets to perform differently. Different demographics turn to different sources for information. Genevieve likes to say “you won’t reach me on AM radio but you won’t reach my grandmother on Twitter”. That is why all communication/information tools are important during a disaster and that is why a social media information clearinghouse is vital to the efforts of all.

We have learned that information is a necessity.

We have also learned that disaster info pages can remain viable and vital long after a disaster. Joplin Tornado Info retains over 47,000 of 49,000 peak community members. Both Joplin Tornado Info and Branson Tornado Info remain active not only with recovery information but also sharing emergent weather information, preparedness reminders, tips and information. Both pages have also been used to launch other information pages ie Wichita Tornado Info, Woodward Tornado Info, Tropical Storm Debby Info, Colorado Wildfire Info and Missouri Drought Info.

How has the site grown with regards to inclusion/working with other media outlets such as traditional T.V./radio/newspaper websites? Are you working with them to formulate an integrated social media response network?

Area media, government organizations, faith based organizations, groups and individuals used JTI to help get new and critical information out and to gain information for their own use. We have always done our best to follow all local, regional, national and international news and information about Joplin. We have enough contacts that it’s safe to say we have an unofficial social media response network. The interesting thing about the Joplin experience in general and social media use in Joplin in particular is that people and groups seemed to work independent of each other with mutual cooperation when the situation warranted. The concept of an integrated social media response network is exactly what we’d like to promote. Having social media recovery sites and sources in place prior to disasters is a very affordable, pro-active step every community ought to make.

What advice would you give to those of us who would like to create a similar social neighborhood network for our own communities? Are there aspects of social media we should embrace as well as avoid?

Do it now. Don’t wait until a disaster occurs.

Create a community page not a friend page or group page.

Things can go viral that aren’t true. Be aware of rumors and squelch those using facts and reason.

Embrace smaller efforts, foster them and help them grow. Disasters are no place for ego. Helping efforts official, public, commercial and private entities need to cooperate with each other.

I’ve learned recently that twitter is quite useful for disaster information. During Joplin I had my hands full with Facebook. In some areas of the country twitter is a more valuable tool for reaching people. We had a twitter for Joplin (@joplinmotornado). Like everything other than the day to day of running of JTI, Genevieve handled twitter and anything that took much tech-savvy. Her answers might be different than mine but we functioned very well as a team using our particular talents and strong points and those of our volunteers to the optimal degree.

Allow honest dialogue between and with your community.

What's the one feature/functionality of social media that you would say is still lacking (missing) in order for it to become a fully emergency response enabled communication tool?

Genevieve says Facebook hashtags are needed. She would also like to see EdgeRank tweaked when activity spikes after a disaster or major news event. I am concerned about the new Facebook paid promotion feature. I would like to see disaster pages receive full Facebook promotion at no cost. To promote a post on Joplin Tornado Info for one day the cost would be \$75.00. Joplin Tornado Info is a voluntary effort and paid promotion is not an option. People in authority who have not previously embraced social media must begin to do so or at the least stay out of the way of those who know the value of this powerful tool for use in disaster recovery.

Tell us about your page being nominated for a Presidential Award and FEMA training

We have been told by those that nominated us that Joplin Tornado Info has been nominated for a Presidential Citizens Medal but we are much prouder to have been part of a group that spearheaded the

effort to nominate "Volunteer Joplin" for a Presidential Medal

(<http://rtuner229.blogspot.com/2012/04/joplin-tornado-volunteers-nominated-for.html>).

For over 40 years the Presidential Citizens Medal has recognized Americans who have performed exemplary deeds of service for their country or fellow citizens. To date most recent stats for registered volunteer hours according to City of Joplin Facebook page July 13, 2012 are as follows: 100.14 years. That's how long it would take one person working 24/7 to equal the work of the 142,754 registered volunteers, who've put in 877,301.5 hours in recovery so far.

Many volunteer hours (including all JTI hours) were never registered so the true number of volunteer hours is unknown. Suffice to say Joplin's remarkable recovery is due largely to the dedication of thousands of volunteers. Each and every one of these volunteers is worthy and deserving of the Presidential Citizens Medal. David Burton-MU-Extension attended a conference this spring in Baton Rouge where our guide "The Use of Social Media for Disaster Recovery"

For more information, please click on the links below:

<http://extension.missouri.edu/greene/documents/PlansReports/using%20social%20media%20in%20disasters.pdf>) was referenced and handed out. The free guide now in its second version has been downloaded over 10,000 times and will be updated periodically.

<http://mashable.com/2011/11/21/2011-mashable-awards-finalists/>
<http://content.govdelivery.com/bulletins/gd/TXGOV-34de1d>

<http://www.nationaljournal.com/tech/of-hurricanes-and-hashtags-disaster-relief-in-the-social-media-age-20120603>

<http://webcache.googleusercontent.com/search?q=cache:http://techpresident.com/news/22497/five-lessons-joplin-tornado-info-about-social-media-and-disaster-relief>
<http://blog.firestorm.com/2012/03/16/a-real-world-crisis-crowd-how-3-people-with-2-iphones-set-a-social-media-communications-standard/>



THANK YOU REBECCA!!

Interview questions by Mia Marzullo and Dianne Stephens

Career Corner

This column will be devoted to our members from the perspective of the employee.

We will be focusing on:

- Your job classification, are you:
 - Unemployed/ in Pre-Employment
 - Under employed
 - Miserably employed
 - Gainfully and Happily employed
- Jobs, which companies are hiring and how can I land that opportunity of a lifetime?
- Career Development/ Empowerment
- Using Social Networking- the Dos and the Don'ts
- Risk, how broad can we go to obtain opportunities?
- Internal HR, just what are they looking for?
- Head Hunters, are they working for me?
- Your community, what can we do to assist the community and also be recognized as a leader?

If you have any ideas or suggestions for topics you want included in the Career Corner, please send me a note at: Susan.Guinn@citi.com

Welcome to...

Career Corner:

This month's Career Corner column is entitled "11 Resume Truths". I encourage each of you to read the article and to take a hard look at your own resume. In this day of the ever changing job market, you never know who will come knocking at your door and you need to be prepared and have a backup plan in place!

We have been receiving notices from recruiters looking to place individuals in our field. I have been passing those notices on to the members who I know are looking. But what I don't know is, are YOU looking? When I receive the notices they are placed on our Linked-In website accessible only to those registered members. If you want to receive those notices of open positions, drop me a line and I'll add you to the list, otherwise, you can check them out on the Linked-In website. Also, if you hear of an opening in your company in the Risk field, let me know. It is great to network with our members, and we all could use a little help from our friends.

The Board is in the process of planning our programs out for next year, and we are looking for topics and suggestions from a Career perspective. We want to line up a Career/ HR speaker for each of our meetings. If you have a GREAT HR person or HR experience, let me know. We want to offer topics that you are interested in HOWEVER we need your feedback. We look forward hearing from you.

Susan.

Again, all of this information will be driven from what you are interested in. If you have a particular area of interest - Please contact Susan at Susan.Guinn@citi.com or at 469-220-8604.

11 Resume "Truths" That Will Brand You a Winner

By Skip Freeman, ["Headhunter" Hiring Secrets](#)

Funny thing about a resume... no one has ever hired a resume, but very few people can get hired without one. And in today's challenging job market, where the typical "headhunter," hiring manager, and Human Resources professional is inundated daily with dozens, if not hundreds of resumes (I receive between 300 and 500 resumes a week!), it had better be a good one.

What defines a "good" resume? It is one that gives the recipient what I refer to as "cause for pause," one that catches the recipient's attention within about 30 seconds and makes him or her continue reading it. If your resume doesn't meet this minimum standard, it's likely it will either be quickly and completely eliminated or, at best, be added to the burgeoning stack of résumés already received, perhaps never to see the light of day again.

The 11 Resume Truths

With this in mind, then, through years of professional experience and extensive research, I have come up with what I call the 11 "truths" that go into creating a good résumé, a job-winning résumé. If you will follow these "truths," and incorporate them into your resume, it will immediately brand you as a potential winner and move your candidacy forward!

RESUME TRUTH #1 – It must be visually appealing.

- * Plenty of "white space."
- * Use of bullet points to highlight quantifiable accomplishments and achievements.
- * No long rambling paragraphs. I don't care how good you are, long blocks of text simply will not be read and you will be eliminated from further consideration.
- * Use Times New Roman or Arial type faces. Nothing smaller than 11 point. Careful use of bold face type and italics. *(Just last week I received a resume from a chemist. The entire resume was in bold face italics. When everything is emphasized, nothing is emphasized except your lack of understanding of accepted business writing practices! Wouldn't you agree that this very bullet point is becoming hard to read?)*

RESUME TRUTH #2 – A resume is a "movie trailer," not the entire movie!

Today people are busy and harried. No one has time to read a lengthy document. We are in a "Twitter" and text messaging world limited to 140 characters.

Mark Twain once said, "I didn't have time to write a short letter so I wrote a lengthy one instead." Mull that over for a moment.

Length? Two pages. No more!

RESUME TRUTH #3 – No "Career Objective."

But how will a potential employer know what kind of a job I want? The brutal truth is this: When companies are initially sifting through an inbox full of résumés, they don't really care what you want. They only care what they want. What you want only becomes relevant when—and if!—you make it to the offer stage and they are then trying to woo you.

RESUME TRUTH #4 – Work experience in Reverse Chronological order only.

You get hired when your experience is current and relevant. If you don't do what a company needs you to do, you get hit with the "DELETE" key.

The "Functional Resume" is generally deleted. (And yes, hiring managers tell me the same thing.)

The hybrid? -- Maybe. If all of the other resume "truths" are adhered to, the hybrid may pass the initial screen and you might move to the "maybe" folder.

RESUME TRUTH #5 – Include one or two sentences on what each employer does.

The readers of your résumé don't have the time (or the patience) to "guess" what the companies you have worked for actually do. If, for example, they are looking for a sales manager with experience in industrial filtration, they want to know you have that experience.

Example:

National Filtration Systems, Inc.

Vice President of Sales and Marketing

What does this company do? Provide water filters for the home? Make filters for cigarettes? Neither! It is "A \$60 million design build engineering firm of industrial filtration units for natural gas and oil." By including that one sentence, you have just branded yourself as a potential candidate and made it easy for the person reviewing your résumé to say "yes" to your candidacy.

RESUME TRUTH # 6 – Include numbers, numbers and more numbers—and throw in a few percentages for good measure!

Brand yourself a winner by using quantitative measurements to demonstrate results.

Example:

Quality Manager

** Responsible for improving processes and reducing defects.*

** Improved revenue by increasing production.*

(Hit with the DELETE key!)

Versus:

Quality Manager

** Reduced equipment failure rate by 89% in first year.*

** Increased production by 15%, resulting in an annual revenue increase of \$12.5 million.*

(She got the job!)

RESUME TRUTH #7 – Eliminate personal and family information

Example: *"Excellent health, happily married with two children*

Result: Resume DELETED! What?! Why?!

As crazy as it may seem, this simple statement actually puts the company in an EEOC (Equal Employment Opportunity Commission) quandary. There have been situations where, for example, a single person was hired. Later the "married person with children" found out and the result—a lawsuit. "I was unfairly discriminated against because I am married and have a family". The company just didn't want to add my family and me to its group health insurance plan."

Or, what if the hiring manager just got divorced? Happily married? Who needs that? DELETE! (Yes, it happens.)

RESUME TRUTH #8 – When all else fails, tell the truth.

Never resort to a "liar, liar pants on fire" resume.

In this brutal economy, many résumés are inflated (some estimates go as high as 40%). Companies are on the look-out. Today, background checks are extremely thorough. When (not if) you are found out, you will be eliminated from further consideration. If you have already been hired, chances are you will be fired.

RESUME TRUTH #9 – Eliminate the "pyrotechnics" and other "razzle-dazzle"

Unless you want to be branded as an amateur:

- * Don't use yellow highlighting, colored words, background colors, etc.
- * Don't use colored paper.
- * Don't change fonts. Sparingly change type sizes. The main sections of your resume can be in larger size, but not words within a sentence.

RESUME TRUTH #10 – Eliminate "References Available Upon Request."

It is a given that a pro will have them. Keep the resume short and succinct.

RESUME TRUTH #11 – To include or not include dates of graduation?

There are professionals who will adamantly tell you to leave dates of graduation out. Since we are dealing with "truths" here, the truth is there isn't a right answer. You see, it has been found that 30% of people who don't have a date of graduation on their résumé have left this information off because they never graduated! They only attended. Others leave it out because they are trying to disguise their age.

What I do know is this: the more quantifiable and relevant your accomplishments and achievements, the far less important this whole issue becomes.

Adhere to these "truths" when you craft your résumé and you definitely will brand yourself as a winner, someone who deserves an interview.

Read more [hospitality career tips](#). Find more [hospitality jobs](#) by visiting the [career center](#).

About the Author

Skip Freeman is the author of "[Headhunter' Hiring Secrets: The Rules of the Hiring Game Have Changed... Forever!](#)" and is the President and Chief Executive Officer of [The HTW Group \(Hire to Win\)](#), an Atlanta Metropolitan Area Executive Search Firm. Specializing in the placement of sales, engineering, manufacturing and R&D professionals, he has developed powerful techniques that help companies hire the best and help the best get hired.

PCOMING MEETING CALENDAR

Meeting calendar

Date	Location	Spotlight	Career Corner	Presentation 1	Presentation 2
Aug 7	Fort Worth	Bureau of Engraving	none	Risk Manager	Tour
Sept 11	Boy Scouts	none	none	Private Public Partnership: Mia getting a speaker	[swap with November if date is an issue]
Oct 2--tentative	UNT (evening)	none	none	UNT speaker	NTX ACP Overview for the students
Oct 9 2-4 PM	Gaylord Texan	CPM West: ACP Regional	none	Keynote (Nat'l Board?)	Introductions
Nov 6	Boy Scouts [consider holding this meeting topic at H5 CoLo]	none	none	Overview on DRII Professional Practices: Short by section, then roundtable-- identify SMEs for future sessions	[swap with September if date is an issue]
Dec 4	Lawry's	Annual Luncheon: 65 people limit	Recognize 2012 MVP	Welcome / All 2012 Certifications & Awards	Prizes



Association of
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Meeting Schedule and Locations for 2012

<u>Date</u>	<u>Location</u>
Aug 7 th	Field Trip
Sep 11 th	Boy Scouts of America
Oct 2 nd	Evening Field Trip
Nov 6 th	Boys Scouts of America
Dec 4 th	Holiday Luncheon

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