

10-WORD RÉSUMÉS

Brief introductions from fabulous Michiganders looking for work. Hire them.

Mailroom Professional with substantial customer service experience. Need job. parissmth@yahoo.com

Michigan grad, experienced innovative marketing/PR executive seeking new opportunity. ffnovak1@yahoo.com

Microfilm Camera Operator: Quality Images Produced. 5 Yrs.Exp. alexandr.white@sbcglobal.net

Sales-Media, marketing, event pro, 30+yrs, unique selling proposition. jlofgren3@yahoo.com

PGA Professional 16 years Class A Personable Service Oriented Dependable. js-gpro96@hotmail.com

Degreed IT Network/Security Professional Part-Time macrobt@yahoo.com

Old school bill collector. Ready for work. rozсандi@gmail.com

Health Care Revenue Cycle Professional (Front-End) Seeks Consulting Work. ken-foster_72481@yahoo.com

Spatial visual designer. All media. Full, part time or contract. original_innovative_fresh@yahoo.com

Civil engineer, 30+ years construction experience, civil estimating, construction review. Jagdish846@gmail.com

Salesman, 25+ years medical industry experience. Will increase company revenue. jwmjr@wowway.com

Successful manufacturing executive in business turnarounds, startups, growth shutdowns. russroxie@att.net

Autobody Technician: Talented Autobody sheetmetal refabricator for hire. AutobodyArtisan1@hotmail.com

To place your 10-word résumé here, visit www.michigan.com/working

NEXT PAGE: GOOD COMPANY: Carat Detroit



COMING NEXT MONDAY: A hiring business with a lot of flavor

Working Get ahead. Get hired. Get inspired.

Only the Best: Photographer/Digital Media Expert
Education, planning among business owner's keys to turning interests into job

Rosh Sillars is a great example of how to turn a love of something – in this case photography – into a multifaceted career. The Ferndale resident is owner of the photography company The Rosh Group, Inc., director of marketing and social

media for Synectics Media in Royal Oak, teaches photojournalism at Wayne State University and digital photography at University of Detroit Mercy, and, in between, blogs, podcasts, writes and speaks on photography and digital marketing.

be read in about one hour. I share the basics of photography to starting your own photography business. I just let it all out.”

Here, Sillars answers four questions about his varied career:

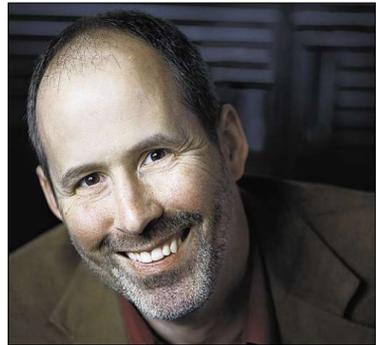
Good to Know

- Employment of photographers is projected to grow by 13 percent from 2010 to 2020; median annual pay in 2010 was \$14 per hour, according to the U.S. Bureau of Labor Statistics.
- www.roshsillars.com is a digital marketing and social media blog and podcast for photographers and creative professionals.
- To find out more about The Rosh Group, Inc., visit www.roshdetroit.com. To find out more about Synectics Media, visit www.synecticsmedia.com

What drove your interest in photography? I've always had an interest in photography. My father (former Channel 4 meteorologist Mal Sillars) had cameras and a darkroom when I was young. I had a great high school photography instructor, Jack Summers, whose instruction helped me win national recognition as a young photographer. I went on to the College for Creative Studies to earn a BFA in photography.

How do you juggle it all? My photography company, The Rosh Group, Inc., is still growing. With all my juggling, its growth wouldn't continue without the support of our photographers and my senior creative representative, April Galici-Pochmara – she really runs the show now.

What's your favorite part of your career? Photography offers me the opportunity to meet incredible people, see wonderful places and witness history. It's priceless. I have the urge to share everything I know, and teaching and speaking



Rosh Sillars is a photographer, digital and social media expert, photography professor and author who also blogs, podcasts, writes and speaks on digital marketing and photography. Photo by Jeffrey Huysentruyt

gives me a great outlet. Plus, it gives me the opportunity to meet the people with whom I've built social media relationships.

What are the most important skills you need to be successful? Much of my job at Synectics Media is about education and developing plans. Both photography and marketing tap into my abilities to tell a story.

With all that going on, you would think he'd be exhausted. But, on the contrary, Sillars is quite the opposite. "I'm having fun,"

says Sillars, 43, whose work also has appeared in numerous newspapers and magazines.

That attitude is paying off. His e-book, "The One Hour Photographer," was released April 2 and the next day was the No. 1 selling professional photography e-book and No. 2 pro photography book, digital or print, on Amazon.com.

"One Hour Photographer" is the combination of both my photography and digital marketing passions," Sillars says. "The book is designed to

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BREAKING INTO SOCIAL MEDIA, ACHIEVING GOALS

Long before there were smart phones, iPads and Facebook, photographer Rosh Sillars was a proponent of social media. Sillars' first social media business development was in 1997; his first podcast came two years later. Though he drifted away from it a bit, Sillars came back to social media in a big way about five years ago.

"Social media had advanced so much from the early days. I got the bug again and have not looked back since," he says. Sillars says he continued to develop his passion and skills for digital marketing and social media by blogging and sharing ideas. He started a podcast, New Media Photographer, in 2008, with hopes of becoming more well-known in the photography industry.

"I had three big goals I wanted to accomplish: Begin consulting on the topic of digital marketing and social media, earn a book deal and travel the world speaking, with the ultimate goal of speaking in Australia," Sillars says. He reached the first in 2009, when friend and client Greg Evans, president of Synectics Media, took Sillars up on his suggestion to hire

him as a social media consultant. In 2010, Sillars, along with "Twitter friend" Lindsay Adler, co-authored "The Linked Photographers Guide to Online Marketing and Social Media" (Cengage, 2010). And, on Oct. 21, 2011, Sillars was invited to Adelaide, Australia, to speak at the Australian Institute of Professional Photography Nikon Event. Sillars says he was able to so

swiftly accomplish his goals by remembering one thing: Social media doesn't replace human interaction. "People tend to take the social out of social media and wonder why it's not working," Sillars says. "Posting to your account each day is not social media. It's about building relationships, and the rules are very similar online or off."

Work Smarts

Making a good first impression

The phrase "A first impression is the best impression" is especially applicable at job fairs and interviews. In the current hiring market, recruiters look to hire the best candidates, and résumé skills are not the only criteria they use to determine whom they will hire next.

I recently interviewed several recruiters to discuss good and bad job-seeker etiquette and discovered a few job-search faux pas. Here are some tips to ensure your first impression to recruiters is flawless:

Do separate professional and personal. Recruiters can use your

email address to research your background and link to your Twitter and Facebook pages. Create a short email address that includes your first and last names.

Do assume every call is a potential job opportunity. During business hours, answer your phones with salutations, remove ring-back tones from your cell phone, never allow children to screen calls, and record a professional voicemail message. Recruiters want to believe you're always professional. If you don't have your own phone, you might qualify for a free federal low-income cell phone program with Assurance Wireless.

Do create a professional cover sheet to accompany your single page résumé. Include your full name, phone number and email address on the cover sheet. Make sure your

cover letter addresses the human resource representative by name. Never send a generic cover letter. Remember to add your contact information on the cover letter in case your résumé is misplaced.

Don't hesitate to approach recruiters at a job fair. Many job seekers presume that a company might not be hiring for a position they want. Networking with recruiters can be beneficial because they know other recruiters who are hiring and might be able to provide you with job leads. Do ask whether they know someone hiring in your career field.

Good job-search etiquette is learned. Practice makes perfect. *Caree Eason is a recruiter, résumé repair expert and director of community outreach for JobFair Giant.com. To learn more or request her for speaking engagements, call 734-956-4550, email ceason@jobfairgiant.com, or visit twitter.com/jobfairgiant.*



Caree Eason

Business Smarts

Take steps now to re-evaluate business plan

You took the prudent step of developing a solid business plan.

This road map has served the small business well and helped create success. But, don't make the mistake of forgetting to periodically dust the plan off for review.

An up-to-date business plan that takes into account recent changes affecting the business is as important as the original document used to create it. In recent times, a variety of factors, such as changes in the local and national economy, have put a strain

on the way some businesses have operated for many years.

There are several questions that should be part of the review process. They include:

■ Is your original target market still the same, or have economic changes shifted your business toward a different demographic group? Sometimes an economic change can point your business in a direction that emphasizes potential customers not previously contemplated in an earlier plan.

■ Are you working in conjunction with vendors and other groups related to your business? Do not forget that employees and other people you have a relationship with are available to be tapped to help improve your business as you revise and update your plan.

■ Are you taking time factors into account? Timing is one of

the most important aspects of any business. Time frames need to be reviewed to ensure that weekly, monthly, quarterly, semiannual or annual various components of the business plan are addressed.

■ Are you regularly reviewing cash flow? Cash flow is the lifeblood of any business plan and an element that requires constant attention to ensure the company is able to continue operating. Every business has different cash-flow requirements, and projections must be regularly reviewed.

■ Finally, reviewing the overall strategy is an element that must be part of any successful business plan. After all, that strategy has made your business what it is today.

Jeffrey I. Kopelman is the president and CEO of Main Street Bank in Bingham Farms, and has nearly three decades of experience in the banking and finance industry. Contact him at 248-530-2861 or jkopelman@mainstreetbankmi.com.



Jeffrey I. Kopelman

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