



Financial Management Association



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Faculty Advisor: Insights

How many times have you believed you had ideal qualifications for a job, but never heard back from the company about your résumé and cover letter? Good intentions, good grades, and wishful thinking are not sufficient to get you the interview you want. A recent article by global recruiters Robert Half International, revealed some reasons why. If you have had this problem, consider these potential problems: **1-You fail to follow directions. 2-You only focus on the "top tier" companies. 3-You need to customize your résumé. 4-Your cover letter isn't enticing. 5-You don't reference keywords. 6-Your application materials contain typos and grammatical errors. 7-You send your material to an anonymous person. 8-You don't use your contact at the company. 9-You don't follow up. 10-You're not as qualified as you think.** Simple, easily overlooked errors, can torpedo your application long before it gets to someone who may have great interest in you. Don't fall into these traps.

(Contd. on page 3) **R. Stephen Kamp** kamp@temple.edu

Upcoming Events...

February 9th, 2009 - FMA Member Meeting- Penske Trucking/Logistics, Guest Speaker Becky Nester, CFO and VP of Financial Analysis

February 16th, 2009 – FMA Member Meeting- Etika LLC, Guest Speaker Walter Pavlo, President

February 23rd, 2009 – FMA Member Meeting-

March 2nd, 2009 – FMA Member Meeting-

Fox CSPD Spring Connection

On February 19th, the Center for Student Professional Development will be having its annual networking event in Mitten Hall, Great Court. Numerous employers will meet with Fox School graduating seniors and underclassmen to discuss exciting career opportunities within a variety of industries. Employers are seeking students for permanent positions as well as internships/co-ops. You must be CSPD'd (completed BA 2101 OR Getting Started, Resume Development and Resume Critique) in order to attend this event. Furthermore, you will need to pick up your "Fox Spring Connection" card at Alter Hall, room 134, in order to enter.

BUSINESS PROFESSIONAL ATTIRE IS REQUIRED!!

Gaining Valuable Tips with Corrine Snell

A week after our kickoff meeting, Corrine Snell from the Center for Student Professional Development met with FMA members about the upcoming opportunities for Fox students. She gave informative tips on how to research companies, apply for full-time positions/internships on foxnet, and the appropriate attire to wear on an interview. For the upcoming Spring Connection, make sure for each company you know the position you want and why you want that position. Other than the Spring Connection, Career Services is offering a career fair on February 17th. Furthermore, there are other resources to acquire about future jobs/internships located on CSPD's blackboard account. Her final words of wisdom, "Never put all of your eggs in one basket!"

President's Corner

We had a great turnout these at recent FMA meetings and hope to see all of you in the weeks to come. We'll be hearing from some great speakers, giving all of us great insight into their industries. Although FMA is a professional organization, we're going to attempt to make everything seem as exciting and fun as possible. On February 12 we'll be holding our first social at the Draft Horse, between 7:30-9:30 PM. Come on out and enjoy some food and drinks on us, you do not have to be 21 to enter, although if you are going to be drinking, ID's must be provided. Also, if you have any FMA related questions do not hesitate to ask me. I look forward to a new and exciting semester with all of you.

-Ariel Maidansky, President

10 Tips for Successful Business Networking

1. **Keep in mind that networking is about being genuine** and authentic, building trust and relationships, and seeing how you can help others.
2. **Ask yourself what your goals are in participating in networking meetings** so that you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts, and/or volunteering rather than on strictly making business connections.
3. **Visit as many groups as possible that spark your interest.** Notice the tone and attitude of the group. Do the people sound supportive of one another? Does the leadership appear competent? Many groups will allow you to visit two times before joining.
4. **Hold volunteer positions in organizations.** This is a great way to stay visible and give back to groups that have helped you.
5. **Ask open-ended questions in networking conversations.** This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them.
6. **Become known as a powerful resource for others.** When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.
7. **Have a clear understanding of what you do and why, for whom, and what makes your doing it special** or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others.
8. **Be able to articulate what you are looking for and how others may help you.** Too often people in conversations ask, "How may I help you?" and no immediate answer comes to mind.
9. **Follow through quickly and efficiently on referrals you are given.** When people give you referrals, your actions are a reflection on them. Respect and honor that and your referrals will grow.
10. **Call those you meet who may benefit from what you do and vice versa.** Express that you enjoyed meeting them, and ask if you could get together and share ideas.

Original Article by Stephanie Speisman

<http://businessknowhow.com>

Faculty Advisor: Insights (Contd. From Page 1)**1. You fail to follow directions.**

Some companies require a cover letter while others expressly ask for only a résumé. If you sent a cover letter to such a company, your correspondence will neither be read nor considered. You have succeeded in demonstrating you cannot follow simple directions. Be sure to follow the required application procedures precisely. **Deviation assures rejection.**

2. You only focus on the “top tier” companies.

These companies can be exciting, but the competition for positions is fierce and there are many more companies you may never have heard of. Excellent positions with great futures can be found at thousands of small-to-mid size companies that should not be overlooked. It can be tougher to get into top-tier companies, while other firms can often provide more hands-on experience quicker.

3. You need to customize your résumé.

Take the time to research employers and customize your materials by explaining why you're interested in a particular position and how you could make a contribution to the company. Remember, each company has unique needs and problems. Present yourself as the solution to a specific need.

4. Your cover letter isn't enticing.

Your cover letter should function like a newspaper headline – it must convince the reader that your résumé is worth reading. Describe your **achievements**, not just your duties.

5. You don't reference keywords.

Companies that receive a high volume of résumés often scan applications using specialized software that looks for certain keywords to determine which candidates to call for interviews. These keywords often come directly from the job description. Be sure your cover letter and résumé contain keywords. Résumé scanning isn't “nice” – but it is real and often impossible to avoid.

6. Your application materials contain typos and grammatical errors.

The quickest way to kill your chance of getting interview is to submit application materials that are not perfect – a single error can sink you because they show a lack of professionalism and attention to “detale” – note the misspelled word.

7. You send your material to an anonymous person.

Hiring managers pay special attention to applications that are addressed directly to them. “To Whom It May Concern” again indicates a **lack of attention to detail.**

8. You don't use your contact at the company.

Mentioning the name of someone you know at the company can make the connection between you and the hiring manager and is the best way to assure your résumé gets the proper attention.

9. You don't follow up.

Be sure to indicate your interest, enthusiasm and diligence by following up. More than 80% of hiring managers said applicants should **follow up within two weeks** of sending hiring documents. A brief phone call or e-mail will usually be sufficient to reinforce your qualifications and interest.

10. You're not as qualified as you think.

You're not as perfect for the job as you think. Be sure to read the job description carefully and make an honest comparison of your skills and the requirements of the position. If the job requires two years of full-time business experience, or a GPA of 3.5 or higher, don't bother to apply unless you easily meet the criteria. Hiring managers often have specific skills in mind. If you don't meet them, don't apply. While you may be a whiz, trying to get past clear criteria indicates lack of attention to detail and inability to follow directions. Not a good way to start a relationship!

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