

The very best sources of company information

The one aspect of job search preparation that can truly set you apart is company research. Company research is what brings you together and keeps you together with those who have the power and authority to potentially offer you your first position.

Company research serves a dual purpose. First, you will need to identify and target specific hiring companies in your job search. Last column we discussed some of the best research guides to accomplish that purpose. Second, you will need to gather detailed information about each target employer in order to be adequately prepared for making direct contact. While the research guides provide the basic information that will give you a broad overview, it will be the detailed information that will set you apart from the crowd.

Sadly, most college students know little if anything about the company they are contacting or even interviewing with. The quickest showstopper can come when I ask (whether on the phone or in person), "What do you know about our company?" If you haven't even taken the time to do this basic research, why should I commit a segment of my busy day to speaking with you? Unfortunately, few are able to respond with even the basics. Strike one. Fewer still are able to articulate any information specific to our company. Strike two.

But it doesn't have to be that way. Company information, even detailed information, is usually available for the price of some simple digging. It's out there waiting for you to discover it and bring it to the surface.

The source location for this information will be (in order of ease of access): your campus career placement office, campus library, public library, and direct company contact.



There is one source of employer information that is usually easily obtainable and unsurpassed in value: the annual report. Why? Because the annual report contains that marvelous insider report known as the "Letter to the Shareholders" that is written by the president or chief executive officer, which catalogues not only the history or the past year, but even more important, the corporate vision for the future.

Therein is contained all the insider information on what is important to the company; the insider information on what the managers are focused on for the coming year; and all of the insider "hot buttons" that you can push in getting the interview and getting the job.

You might rightly ask: "Why do you call it insider information. It's available to the public, right?" Right. It's available to the public. But most people only look at an annual report if they are interested in stock ownership of the company, not if they are interested in the company as a potential employer.

Want to truly impress me? Study and understand our company via our annual report. You gain access to most annual reports through any of the above listed locations, or call the company directly, ask for its Shareholder Services department, and ask for a copy of the most recent annual report to be sent to you.

Another excellent source of company information is any specific recruitment literature that may be available. This source of information goes by a variety of names, but is typically titled "Employment Oppor-

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Hans Gonzalez puts on his dancin' shoes

BY RICK APPIN
FEATURES EDITOR

Hans Gonzalez never went to a dance in high school.

It wasn't because he couldn't, but simply because it didn't interest him.

Last month, Gonzalez and dancing partner Nora Palubinskas stole the U.S. Collegiate Open Advance Rhythm category at the U.S. Collegiate Ballroom Dance Competition held in Clearwater, Fla.

Gonzalez, a junior accounting major, has been dancing for one and a half years with the UNLV ballroom dance team. He's been with his partner, Palubinskas for only seven months. The duo has established respect for UNLV in the dance circuit.

"I always envisioned myself doing a big waltz at my wedding, so I always wanted to learn it," says Gonzalez, and indeed, he has.



Hans Gonzalez

Being an accounting major defies the stereotype of a dancer, and Gonzalez gets his share of ribbing about his hobby.

"People are always teasing me about it. They're always

asking me if I use accounting to count beats. Since I also take ballet, they are always surprised that I'm not a dance major," Gonzalez says.

Achieving recognition for his efforts has served as an impetus to continue improving his skills.

"Winning third in the championships held in San Francisco last August made me think that if I dedicated myself more, I would be able to flourish and do even better," Gonzalez said. He adds that the win fell on the same date as his first-year anniversary dancing at UNLV, making it all the more important to him.

Bill Fuzzard, sophomore finance major and Gonzalez co-worker in the Student Financial Services office says of his colleague, "I think

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The Greek in review

BY BRIAN SALIBA

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Intramurals anyone?

In an effort to centralize the Greek system, the Inter-Fraternity Council has engineered a group called Team IFC. This will allow members of IFC, which includes all fraternities, to participate collectively in the independent bracket of intramural athletics, increasing the strength of Greek participation on campus.

In their first outing, Team IFC respectably made their way to the playoffs of the independent bracket of basketball. Good luck to Team IFC as it paves the way for future generations of Greek dominance on our campus.

It's a group thing!

Participants from all fraternities and sororities will take part in this year's annual Greek Week. Events will begin March 8 and continue through March 15. The focus of Greek Week is to promote

Greek unity throughout the campus.

This year's events consist of a culmination of diverse programs ranging from "Greek Sing," which showcases the talent each Greek organization possesses, to an all-Greek car wash, where all monies raised go directly to a charity. Other events taking place are a scavenger hunt, lecture series and a faculty breakfast.

The week will be capped off with a closing banquet in the MSU Ballroom on March 17 at 7 p.m. Students, staff or faculty interested in gaining more information may call the Greek advisor, Dave Roberts at 895-3221.

Still interested in joining a sorority?

Alpha Kappa Alpha Sorority, Inc. will be conducting their Spring rush March 10 upstairs in the MSU, Room 203 at 2 p.m. They are looking for ladies possessing superior qualities seeking solid relationships through sisterhood in Alpha Kappa Alpha. For more

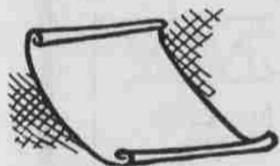
information, call their hotline at 223-5890.

Cleaning our environment

On Feb. 10, the Sigma Chi fraternity made valuable efforts to preserve our environment by compiling waste along Interstate 15 behind the Luxor Hotel. The "highway cleanup" has been a staple of Sigma Chi's past community involvement since Fall 1992. "The guys made it a point to go out there at least once a semester," according to brother Mike Castillo.

Candy, anyone?

On Valentine's Day, the Phi Kappa Alpha fraternity and Sigma Kappa sorority paid a visit to the University Medical Center's AIDS and Pediatric Ward. Members of both organizations spent over two hours socializing with patients and distributing candy to both units. According to Sigma Kappa member, Melissa Zwicker, "The event was a huge success and we're looking forward to another visit."



Fabulous Sputnik Man

BY NICK TIMINSKAS

