



# CPI Quarterly Review



## A Message From CPI

We are fast approaching the end of 2008, and what a wild year it has been for the American economy and the manufacturing world. We've seen the stock market plunge; the banking industry crash; oil prices rising to record highs; the Big Three Automotive companies struggling to simply stay in business; and the highest unemployment rate since 2001. Not exactly great news on which to end the year.

However, let's not overlook the several positive events that have occurred. Companies are still investing in American manufacturing. Volkswagen recently announced a \$1B project to build a new plant in Chattanooga, which will subsequently bring several supplier companies to the Southeast; Kia Automotive is expected to begin production in 2009 at their new GA facility which will employ 2500 people; an electric car manufacturer is opening a facility in KY that will employ 1000 people; several companies in the plastics industry are undergoing expansions; and companies in the rail industry have seen a resurgence in their business.

The landscape of American manufacturing is changing, but industry still drives our country. Our hope is that 2009 is year of restored calm, economic growth, and investment in our country's manufacturing sector.

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## What Differentiates You from Other Job Candidates?

With the unemployment rate steadily growing, competition for jobs is fierce. Companies have multiple candidates interviewing for a single position. What can you do to make yourself stand out above the crowd?

- Do research on the company before the interview. It sounds obvious, but a large percentage of candidates don't know anything about the company or job expectations prior to interview. Nothing is more telling about preparation skills and work ethic than a candidate going into an interview totally unprepared.
- Be prepared to discuss your problem solving skills. Articulate what you've done for previous employers to make money, save money, or improve a process. Companies need problem solvers, not problem-makers.
- Show flexibility (whether in job responsibility, salary, location, etc). The company may not have openings at your current level, but if you have the opportunity to get your foot in the door with a solid company, take it. If you can prove your value to the company, you're likely to move up within the company when the business climate improves.

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### TYPES OF CANDIDATES CPI PLACES:

- Plant Managers
- Production Supervisors
- Engineering Managers
- Manufacturing Engineers
- Product Design Engineers
- Industrial Engineers
- Electrical Engineers
- Maintenance Engineers,  
Supervisors and Technicians
- Accounting Professionals
- Human Resources Managers
- Quality Engineers
- Purchasing Professionals



### *Quote:*

**You will come to know that what appears today to be a sacrifice will prove instead to be the greatest investment that you will ever make.**

Gorden B. Hinkley



## The Evolution of Decision Making:

When faced with big decisions, such as job changes, there is an emotional evolution that people go through. There are four states of emotion (*The Four C's*) that we work through as we come to grips with decisions.

We start out in a state of *CONFUSION*.

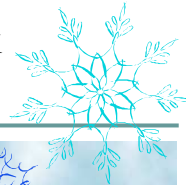
We become *COMFORTABLE* with the challenge and options available to us.

We gradually grow more *CONFIDENT*.

And finally, we become *CONVINCED* that we've made the right choice.

## Sampling of Recent Placements:

- Software Engineer; Electronics Industry (KY); \$58K
- Safety Specialist; Automotive Industry (KY); \$65K
- Plating Engineer; Automotive Industry (NC); \$65K
- Production Supervisor; Printing Industry (GA); \$58K



*Since referrals are the backbone of our business, we'd appreciate you sharing this newsletter with your friends, colleagues and co-workers who may be interested in considering new job opportunities.*

**FOR ANY ADDITIONAL INFORMATION**

**PLEASE REFER TO OUR WEBSITE: [www.cpisearch.com](http://www.cpisearch.com)**

**OR CALL US AT 1-800-476-1103**

**PLEASE KEEP US INFORMED OF ANY UPDATES  
TO YOUR RESUME.**

**WE WELCOME ANY COMMENTS OR QUESTIONS REGARDING  
THE NEWSLETTER CONTENT.**

## Social Networking Sites:

With the growing popularity of social networking sites such as MySpace and Facebook, the on-line information now available to potential employers is greater than ever. CareerBuilder recently surveyed hiring managers and found that 22% use social networking sites to research job candidates. Of these hiring managers, 34% took candidates out of consideration due to content found on the social networking site.

### **Top concerns included:**

- Candidates posting information involving drinking or drugs.
- Sites that conveyed poor communication skills.
- Bad-mouthing employers or co-workers.
- Unprofessional screen-names.
- Candidates sharing confidential information from previous employers.

Many people are also setting up personal blogs and websites to detail events in their lives. If you participate in these on-line communications, remember that anyone can read what you post on-line---including **POTENTIAL EMPLOYERS**.

In a recent article, Alison Doyle, a career counselor with 20 years experience, notes that hiring managers want to know as much as possible about potential employees and many are doing on-line research---including reading blogs, websites and social website pages. Her advice is to *"presume that anyone may be able to read what you post on-line so be careful what you say about your personal life and your activities. Don't post anything that you won't want a prospective employer to read."*

### **Quote:**

Even in such technical lines as engineering, about 15% of one's financial success is due to one's technical knowledge and about 85% is due to skill in human engineering, to personality and the ability to lead people.

*Dale Carnegie*