Dear WTS Member:

Part of WTS’s mission is to promote the open exchange of information and ideas among its members. The Job Bank committee interprets that as providing relevant job information, openings and opportunities to the membership. The month of June was a little slow for the Job Bank; only one member faxed us a job opening from their place of business. But with a little help from you, the membership, we can get the the Job Bank back on track.

Are there openings where you work? If there are we’d like to know. Our chapter is comprised of some of the top professionals in the transportation field, who are open to fresh opportunities to further their careers. Fax job openings directly to Mary Dyer or Laura Dowaliby (Job Bank Co-chairs) at 203-522-8445.

How to dress for success!

When interviewing for a job first impressions are important. A professional in the '90s needs to dress appropriately. Usually it is best to dress as if you were applying for a job one or two steps higher than the one for which you are interviewing. However, successful business dressing encompasses a lot more than wearing the right suit. It is important to pay attention to other details such as accessories, hair, make-up, shoes and schedule considerations.

Every woman applying for a professional job should wear a skirted suit. For example, if you are applying for a professional, managerial, or executive job or any other job for which a college degree is required, the best-color suit in the North for most of the year is charcoal grey. In the Sun Belt and in the North in the summer, the color is medium-range gray. Both outfits should be worn with a white blouse.

If you have a series of interviews for a high-level job, you should alternate suits. For instance, if you know that on a particular day you will have a preliminary screening interview with the Personnel Department, a navy blue suit with a white or pale blue blouse would be ideal. Then for your next interview try a light gray suit with a dark blue blouse. To add to this look bring your attaché case; especially if it is for an executive level position.

After choosing the right colors, a professional should keep their suits pressed and avoid projecting the eccentric, slept-in-suit look. When a woman removes her suit jacket, she should hang it up rather than draping over a chair where it is liable to wrinkle. Similarly she should chose suits, dresses, and blouses that do not gape open due to arm movements or sitting position adjustments. This means that garments buttoning in the back and blouses made of material that does not slip out at the waist should be considered. Likewise, since hemlines change with the years, you should decide on a level that suits your personal activity level and build.

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CAREER DESCRIPTION: Product Manager

Duties and Responsibilities
Every product, from automobile to an insurance policy, needs to be marketed, and introducing it to the marketplace (or reintroducing an item that has faded from public notice) is the job of a product manager.

His or her responsibility is to take whatever steps are necessary to build or increase sales for a particular product. With their staffs, product managers will do everything from identifying appropriate advertising, promotion, or marketing campaigns to consulting on product design and packaging. They may also advise and sometimes work on the creation of print and broadcast ads as well as direct-mail solicitations. It is not unusual for work on a single product to take a year or more to complete.

Because market research is such an important tool in this work, the product manager is often also involved in the

Want to improve your image?

The National Businesswomen's Leadership Association is offering a workshop called “Image & Communication Skills for Women”. In this workshop you will:

1. Learn 20 common habits of all successful women.
2. Discover most common reasons for failure and 5 steps to avoid it.
3. Manage tough situations with total emotional control.
4. Gain respect for your ability to work more effectively with both men and women.
5. Build your self-esteem for increased productivity, less stress and greater satisfaction.
6. Communicate your ideas with authority for greater impact.

This workshop will be held from 9 a.m. to 4 p.m. on the following dates and areas:

- July 26 at the Springfield Sheraton Tara Hotel
- July 27 at the Waterbury Ramada Inn
- July 28 at the New Haven Quality Inn
- July 29 at the East Hartford Ramada Inn

The cost of the workshop is $79. Contact Chris McVey and ask for the WTS group rate at (203) 565-6308 for registration.
Product Manager, continued

design and implementation of test-marketing procedures. For example, sometimes market research will reveal that a product concept or an existing product should be revamped before being marketed. Market research also shows product managers to whom an item should be sold and how best to appeal to that market. Since the stakes are so high in launching or reintroducing a product, often an item is test-marketed in just a few communities before all details are agreed upon for a nationwide campaign. If test results are not successful, companies often choose to cancel a product rather than go ahead with it.

The success or failure of a product rides on the shoulders of the product manager, the responsibility is enormous. A product manager's budget may run anywhere from a quarter of a million dollars to $25 million or more.

Hours are long; and while the salaries paid are high, the burnout because of pressure is high too. Those who succeed find that skills and abilities they gain serve them well as they move into other positions in marketing, sales or management.

Earnings and Opportunities
The outlook for employment is excellent. Earnings start at $28,000 to $35,000 for trainees and range to $60,000 to $80,000 and above for those with experience.

Training and Qualifications
Managerial and analytical skills, creativity, and the ability to handle pressure are important qualifications for product managers.

A bachelor of science degree in business administration or marketing is the minimum educational requirement for this field, and many go to get a master's degree in business administration. Those who have only a bachelor's degree must usually gain marketing or sales experience prior to moving into a product-management slot.

For Further Details

"We are so many selves. It's not just the long-ago child within us who needs tenderness and inclusion, but the person we were last year, wanted to be yesterday, tried to become in one job or in one winter, in one love affair or in one house where even now, we can close our eyes and smell the rooms.

What brings together these ever shifting selves of infinite reactions and returnings is this: there is always one true inner voice. Trust it." 
Gloria Steinem, Revolution From Within

Job Bank Openings . . .

Syracuse Metropolitan Transportation Council
Title: Director
Salary: $49,000 plus fringe benefits
Description: Responsible for the supervision of Council staff, administering a $750,000 Unified Planning Work Program and for oversight of a $250 million Transportation Improvement Program. Also responsible for implementing the provisions of the Clean Air Act Amendments of 1990 and Intermodal Surface Transportation Efficiency Act of 1991.
Requirements: Minimum qualifications include a degree in transportation, engineering, planning or a related field and five years experience (four years with a Masters), two of which must include supervision and policy development.
Closing: Open Posting
For Further Information: Contact: Gary G. Hayes
SMTC Search Committee c/o CNY RPDB* 90
Presidential Plaza, Suite 122 Syracuse, NY 13202
*Central New York Regional Planning & Development Board

Get your message across to some of the top transportation decision makers in Connecticut. Advertise in the JOB BANK UPDATE
Call Laura D. or Mary at 525-8267.
STV/Seelye Stevenson Value & Knecht
Title: Research Assistant
Salary: Not given
Description: STV Group, a national consulting engineering and planning firm has an immediate opening for a bright, energetic, research assistant to support National Transportation System Planning Division. Individual must possess strong understanding of transportation planning principles, have strong research and analytical skills, and good communication skills.
Requirements: Successful candidates will have a strong academic background in Urban Planning, Transportation Planning, Engineering or other related fields.
Closing: Open Posting
For Further Information: Contact: STV/Seelye Stevenson Value & Knecht 225 Park Avenue South New York, NY 10003 or FAX: (212) 529-5237 Attn. C. Nomberto

KKO & Associates, Incorporated
Title: Program Manager; Transportation Analysts; Programmer/Analysts
Salaries: Not given
Descriptions: Project Manager: Ten years of experience in planning, analysis and management for surface transportation projects including railroads, transit and highway.
Transportation Analysts: Five years experience in planning and analysis for transit operations.
Programmer/Analysts: Five years of experience in the design and programming of PC applications. FoxPro experience required.
Requirements: All positions require an advanced degree and a high level of computer literacy. KKO offers flexible hours, generous salary, and challenging assignments for self-motivated and mature professionals. Ability to work independently is mandatory.
Closing: Open Posting
For Further Information: Send resume to KKO Box 4079 Andover, Massachusetts 01810.

National Job Bank Information...
WTS has a National Job Bank. If you have a modem, you can access it directly by dialing 1-510-653-7265. Or, you can contact the WTS National Job Bank Chair: Shelby Tedesco, Transportation Engineer, JHK & Associates, 2000 Powell St., Ste. 1090, Emeryville, CA 94608, Tel. (510) 428-2550, Fax (510) 655-5730.

Local Job Bank Information...
If you would like a complete listing of job openings in the WTS Connecticut Valley Chapter Job Bank, simply call Mary Dyer or Laura Dowaliby at The Rideshare Company in Hartford, at (203) 525-8267. We'll be happy to fax or mail you a copy of all the current positions available.

Is there a job opening at your place of business? FAX a copy of the position description to the WTS Job Bank -- (203) 522-8445/attention Laura or Mary!