



## March 1, 2018 Meeting Report

Open Forum/Q & A with the help of KimAileen White of Whitestone Personal Marketing. Members brought questions, asked about job search issues and myths, "I've heard..." info, and similar. Joanne and Wes jumped in as well, to answer. Some samples:

- Does anyone read cover letters? "Recruiters no, Hiring Managers yes"
- Training opportunities in technology, free and otherwise? "Check out YouTube and other media for lots of free courses, tips, seminars. Also Udemy, Coursera, and so forth."
- How to get past "the wall" INTO a company I want to work for: "Use networking or LinkedIn to develop a 'spy' inside your target company, help them help you"

Thank you, Kim!