

Professional Development 101

2009 UC/CSU/CCC Sustainability Conference

Renee Lafrenz
Project Manager
Alliance to Save Energy
rlafrenz@ase.org



**ALLIANCE TO
SAVE ENERGY**

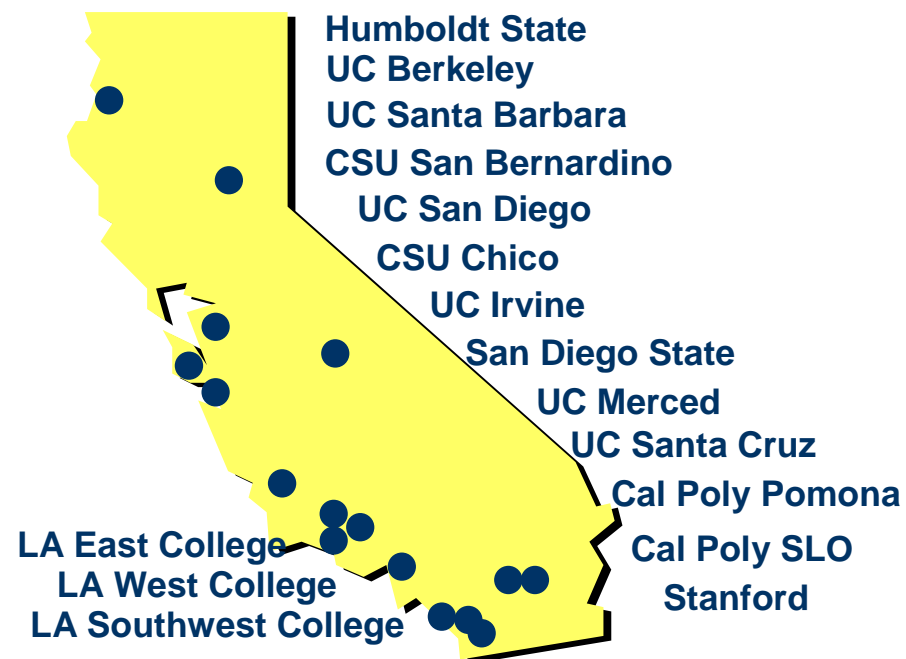
Creating an Energy-Efficient World





Program Overview

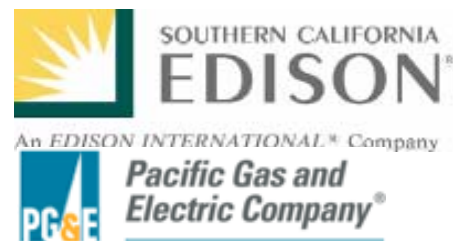
- Signature Alliance to Save Energy Education Program
- PAID Student Interns
- State-wide implementation team





Funders

- Investor Owned Utilities
 - Southern California Edison
 - Pacific Gas & Electric
 - Sempra Utilities
- Stanford University
- Los Angeles Community College District





Program Goals



The Alliance to Save Energy's Green Campus Program is a student-led initiative that educates the campus community on energy efficiency; achieves energy savings; and encourages the next generation of energy efficiency professionals by:

- Realizing measurable energy savings;
- Supporting green workforce development;
- Fostering ongoing awareness;
- Developing and implementing campus energy efficiency policy;
- Creating effective and lasting partnerships.



Basics: What NOT to Do

RESUMES

- Grammar and spelling errors
- 2 or more pages
- Structure inconsistencies
- Only one version
- Old/outdated information

COVER LETTERS

- Grammar, spelling, title/name errors
- 2 or more pages
- Only one version



Find the Mistakes

Al Kahalic

1515 Gator Lane
Gainesville, FL

352-392-1601
ineedajob@unemployed.com

Objective

A want a good job that pays lots of money!

Experience

1985–1990 Ferguson and Bardell Southridge, WA

District Sales Manager

- Increased regional sales.
- Managed 250 sales representatives in 10 Western states.
- Made training course for new recruits — speeding profitability.

1990–1994 Arbor Shoes Southridge, WA

National Sales Manager

- Increased sales from \$50 million to \$100 million.
- Doubled sales per representative.
- Suggested new products.

1975–1980 LitWare, Inc. Southridge, WA

Sales Representative

- Expanded territorial sales by 400%.
- Received company's highest sales award four years in a row.
- Developed a training course.

Education

1999-2004 University of Florida Gainesville, FL
B.A., Business Administration and Computer Science.



What's Wrong?

- "I also have a degree English which serves me well in editing text for poor grammer or typos."
- "The colors red, blue, and lavender are those that I identify with the most. I feel they accurately describe my personality."
- "I also want to obtain a deeper understanding of how Advertising firms."
- "May I ask you for spending a little moment in looking at some of my interesting facts?"
- "I need real world experience and after reviewing your web site I get the impressing that your company believes in maintain a lax work environment while efficiently meeting the needs of it's customers (right?)."



Tips and Tricks

- Paper quality matters!
- Make yours stand out from the rest
- Overall page set-up
- Include things that pop (i.e. numbers)
- Always have enough copies



Framing your experience

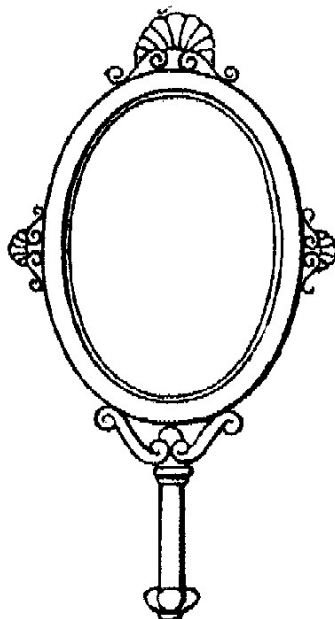
Emphasize acquired skills!

- Team/Communication
- Time management
- Project facilitation
- Budgets and workplan synthesis
- Working with top level administrators
- Marketing and publicity
- Public speaking
- Experience with emerging energy efficiency technologies



Peer Review

Now it's time to turn the mirror on yourself...





Other Resources to Tap

- Your Campus Lead!
- Departmental Advisor
- Campus Career Services
- Websites
 - resume@resumeamerica.net