

Meet Face-To-Face With 65 Leading Employers at TWO Great Events

And discover jobs you have not seen at other career fairs!

Shomex' Diversity CAREER FAIR

THE #1 DIVERSITY RECRUITMENT EXPO IN THE NATION

SHERATON
NEWARK AIRPORT
128 Frontage Road • Newark, NJ 07114

Monday, April 18, 2005

MADISON
SQUARE GARDEN
7th Avenue at 32nd Street • New York, NY 10001

Tuesday, April 19, 2005

Endorsed by the New York State Conference of NAACP Branches

Exhibit Hours For Each Event: 11:30am to 4:30pm • Kickoff Seminar At Each Event Begins At 10:30 am

Gold Sponsor  **MERCK**

FREE ADMISSION! Business Attire, Résumés and 3 or More Years Experience Required.
College Degree Preferred. No One Under 21 Years of Age Will Be Admitted.

Discover great career opportunities in:

Accounting, Customer Service, Banking, Engineering, Finance, Hospitality,
Human Resources, Information Technology, Insurance, Law Enforcement,
Retail, Sales, and many other professional fields.

And check out the Pharmaceutical & Healthcare
Careers Pavilion, featuring hot jobs in:

Allied Health, Healthcare Marketing, Nursing, Pharmaceutical Sales, Pharmacy, and R&D.

Employers include:

April 18 Exhibitors: Abbott Laboratories • ADT Security Services • ARAMARK Uniform Services • Blockbuster, Inc. • Cisco Systems, Inc. • CIT • Forest Pharmaceuticals, Inc. • The Home Depot • Johnson & Johnson Family of Companies • LeCroy Corporation • New Jersey State Police • Nice Systems • Progressive Insurance • Public Service Enterprise Group • Saint Barnabas Health Care System • Sankyo Pharma • U.S. Navy • U.S. Secret Service • Verizon Wireless

April 19 Exhibitors: Accenture • American Express Financial Advisors • Apple Computer, Inc. • ARAMARK Healthcare Management Services — Food and Facilities • Bayer HealthCare Diagnostics Division • Bloomberg L.P. • Brown Brothers Harriman & Co. • Cablevision • Cadbury Schweppes • Computer Associates • CVS Pharmacy • Department of Information Technology & Telecommunications • Department of Veterans Affairs • Dow Jones & Company • Empire BlueCross BlueShield • Federal Bureau of Investigation • First Consulting Group • Forest Pharmaceuticals, Inc. • GlaxoSmithKline Pharmaceuticals • GroupM • The Home Depot • Internal Revenue Service • JetBlue Airways • Johnson & Johnson Family of Companies • JPMorgan Chase • Lifetime Television • Long Island Railroad Company • MediaCom Communications Corporation, Inc. • Merck & Co., Inc. • Mount Sinai Medical Center • New York City Independent Budget Office • Northrop Grumman Corporation • NYU Medical Center • Office Depot — Business Services Division • Public Service Enterprise Group • Reed Business Information • Staples, Inc. • Starwood Hotels of New York • Target Corporation • TIAA-CREF • Toys "R" Us • United Rentals, Inc. • Verizon Wireless • Walgreens • Wal-Mart — Logistics • Winston & Strawn LLP

For the latest event info and a FREE personalized career assessment,
visit us on the web at DiversityCareerExpos.com.

This New York job fair is endorsed by the New York State Conference of NAACP Branches. This job fair is a locally sponsored event and is not related to or sponsored by the National NAACP.

Some employers recommend applying online prior to visiting them at the event. Go directly to THEIR web sites.

GREAT PLACES TO WORK



Diversity career fair at Madison Square Garden

Rebounding economy enables top-tier employers to hire again at two area events

Two diversity career fairs — one tomorrow at the Sheraton Newark Airport Hotel, the other on Tuesday at Madison Square Garden in New York City — will capitalize on the rebounding job market in the New York metropolitan area. The two fairs will host recruiters from more than 65 industry leaders in key sectors of the New York-area economy currently in hiring mode, including defense, financial services, health care, information technology, media, pharmaceuticals, retail and telecommunications.

employers seek diversity for competitive edge

Achieving a diversified work force reflective of an increasingly diverse customer base has become a top priority for many area employers. "Companies today are actively looking to diversify their work forces, and many come to a show like this to broaden their talent pools," explained Lewis R. Shomer, president and chief executive of Shomex, the leading producer of recruitment events in the United States and the producer of this week's career expos. "The business case for diversity is clear. These shows are an effective way to accomplish that."

The improving economy is bringing new jobs not listed elsewhere to the fairs. Mr. Shomer said, "The fact that we have so many companies on hand this spring tells us the economy is finally starting to come back. Employers across the board are telling us that the biggest challenge they are currently facing is finding a way to get the numbers of new hires and the specific skill sets they need in order to fulfill their requirements. We haven't heard that kind of talk for four years."

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face-to-face opportunity

Even in the Internet age, experts still stress the importance of face-to-face networking in any job search. Job seekers can be frustrated by submitting résumés and leaving phone messages but never getting a chance to meet one-on-one with decision makers.

"The best overall advice to enhance a job search is to be proactive in your networking," said Lance Hurley, president of Omega Career Management, a Manhattan-based career-marketing firm. "Depending on the study, 60 to 80 percent of professional, executive and technical jobs are never published anywhere. There is no substitute for face-to-face communication."

practical tips and the x-factor for job-hunting success

Mr. Shomer recommends using the Internet as a research and information-gathering tool, and even applying online before the fair. "Most companies want people to go to their Web site and put in an application. When the applicant comes to the job fair, he or she can say, 'Yes I have applied online; now I would like to talk to you in person.'"

Mr. Shomer also advised, "Do your homework on the companies who are hiring, dress appropriately for the job you are looking for, bring lots of résumés that have your contact information on each page and come with an attitude that says, 'This is going to be a fun and enlightening experience.'"

What is the often-overlooked X-factor that will give a candidate a competitive edge? "The two P's," Mr. Hurley insisted. "Passion and persistence. Be passionate and excited about each opportunity you have to meet your career goals. Don't be afraid to show your passion. But don't beg. Passionate is, 'I am excited about doing this job because I think I can solve this problem for you.'"

"Persistence means pounding the pavement, writing the follow-up letters and picking up the phone and following through. Finding a job is a job by itself, and you need to plan your day just as you would if you were a busy executive."