



Internship Spotlight

By **Jody Haut**



Becca Hill interned at Pinnacle Elite Fitness in Austin last summer.

Becca Hill, a UT health promotion and fitness major, did a personal training internship last summer under Sam Ditzell of Pinnacle Elite Fitness in Austin. She landed this internship after impressing her future supervisor during a training session.

“Sam recruited me while I was in Dixie Stanforth’s personal training class during his evaluation of me,” Becca said.

While in this position, Becca was exposed to both the fitness and training aspects, as well as the business side of the company.

“I was in charge of daily accounting duties which will help me organize my own business one day when I get it

started,” Becca said. “Learning the skill of QuickBooks was a very valuable experience. I also shadowed a lot of trainers to see their styles of training.”

Becca feels that this internship also helped her learn more about marketing and the world of personal trainers.

After her own successful internship, Becca recommends this company for anyone who is self-motivated and is able to give direction to himself. She also suggests being very proactive while working.

“Soak up all the knowledge you can!” Becca said. “Ask them (your internship supervisor)

to give you responsibilities that will help you in the future. Try to learn new skills and be fairly efficient at them before you leave.”

Her biggest tip for internship searching is to explore *all* of your options.

Becca will surely use this internship experience for her future career; she plans to stay in the wellness/fitness field and is considering working in personal training, yoga, and/or massage therapy.

She is also thinking about attending physical therapy school at some point after graduation.

Table of Contents

Career Knowledge	2
Dates to Remember	2
Career Essentials	3
Helpful Links	3
Contact Info	3

Newsletter Editor:
Jody Haut
Graduate Research
Assistant, KHE
Career Services

KHE Career Services



UT PETE Graduate Honored at Austin ISD



Congratulations are in order for **Tammy Arredondo**, a Fall 2005 physical education teacher education (PETE) graduate. She is currently a K-5 physical education specialist at Graham Elementary in Austin. She was recently voted as Teacher of Promise, which is like of Teacher of the Year, for her school.

Tammy says that her students love to come to P.E. “They’ll often say, this is my most favorite class, Coach!” Tammy said. “They learn everything from throwing and catching to gymnastics. I also give them information about their bodies, such as nutrition, stress management, and tobacco awareness. They learn everything they need to know to be physically active for a lifetime. I love coming to work everyday! I couldn’t ask for a better job!”

Congratulations Coach Arredondo. The UT Department of Kinesiology and Health Education is proud of you!

How to Make Yourself Irresistible to Potential Employers

Think about the last purchase you made, large or small. Why did you buy the item? Because the benefits were greater than the costs. Simple law of economics. When the benefits outweigh the costs, we buy. In reality, it's not quite that simple because we are actually making the decision based upon the perceived benefits being greater than the perceived costs. Yet it's only when we have a positive benefit/cost comparison that we make our buying decision.

The same law of benefits versus costs applies to each stage of the employment process. You must convince the employer that your perceived or potential benefits will be greater than your perceived or potential costs. This applies not only to the hiring decision, but also whether or not you even get the initial interview. If I, as a hiring manager, do not see a benefit in meeting with you (as a potential solution for an immediate or future need) that is greater than the cost in meeting with you (giving up a half-hour or hour of my time that could be used in other activities), you will not get the interview. If, however, I see a positive benefit/cost ratio, you will get the interview. While you have little control over my perceived costs in interviewing (which relate to the value of my time in other areas of my work), you have almost absolute control over the perceived value of the benefits of a potential interview.

Therefore, you need to think in terms of benefits. Not yours. Not how much money you want to make. Not what a cushy job it would be for you. That has zero effect on me. If you are going to sell me on interviewing you, I need to understand how you will benefit me and my company.

To make yourself irresistible, you need to focus on how you can benefit my company. How you can increase our profits. How you can further develop our product line. How you can increase the efficiency of our existing systems. How you can help our business grow. How you can help our department prosper. How you can make me look good as a manager.

If you want to be doubly effective, don't just concentrate on the positive elements. Focus also on selling the fear of loss, or what is commonly known as "selling the FUD Factor."

By **Brian Krueger**, President of CollegeGrad.com and author of "College Grad Job Hunter"

FUD? Fear, uncertainty, and doubt. IBM has made billions selling the FUD Factor. How? By positioning IBM as the "safe" decision. Customers would pass up better systems to buy IBM because "no one ever lost their job for buying IBM" (or so it was said).

FUD is used in the employment field by understanding that what an employer is "buying" is not only an increase in the potential positives, but is also seeking a reduction of the potential negatives. You may be the answer to their project backlog that is growing larger every day. You may be the person that can make sense of the quarry of PCs that are collecting dust in the corner. You may be the "gopher" that can do the grunt work so that the manager is free for higher level work.

Many students take the attitude that I, as the Hiring Manager, should somehow magically decide what their value is and where they should fit in the work world. As I've said before, that's not my job. That's your job. Don't expect me to figure out what your role in life will be. You know you far better than I, so don't expect me to know and understand what your greatest value is over the course of a thirty minute meeting.

Interviewing is one of the most difficult activities to conduct in the work world. From either side of the desk. You have a limited time during which to convey value and benefit. And I have a limited time during which to evaluate that potential value and benefit. If you do your job as the transmitter, you will make my job much easier as the receiver.

So evaluate your potential not only for increasing positives, but also for decreasing negatives. Not just what I would gain in hiring you, but also what I stand to lose in not hiring you. That is your benefit. And, of course, you are willing to do all these wonderful things that you are capable of doing while working for peanuts, right? So plug the variables into your scientific calculator and massage them until the results show a favorable benefit/cost ratio.

Now that you know your value and benefit, you have got to sell others on that fact. And that is what will make you truly irresistible.

Remember, there is someone out there looking to buy what you have to sell. But you have to find them. Then you have to sell you. It's your responsibility to make the connection and make it work.

This information is Copyright C2006 CollegeGrad.com and used by permission of the author and publisher. For additional career materials, please visit www.CollegeGrad.com.

Dates to Remember

April 5 – Teacher Career Fair, Erwin Center, UT Austin, 9:00-11:00 a.m.

April 16 – Summer and Fall course registration begins

KHE Career Services Contact Info

Location:
Bellmont Hall 1007B

Phone:
512.232.1963

Fax:
512.471.6671

E-mail:
KHEcareer@teachnet.
edb.utexas.edu

**KHE
Internship Database:**
www.edb.utexas.edu/
career/KHE/
internships/
view_internships

**Online
careerCourier:**
www.edb.utexas.edu/
career/KHE/newsletter

careerCourier is a monthly electronic publication of the Department of Kinesiology and Health Education Career Services office at The University of Texas at Austin.

The Trend of Phone Interviewing

By Jody Haut

The phone interview is a popular part of the hiring process. Companies may use this strategy as part of the initial screening process to save time, especially with out-of-town applicants.

Typically, these interviews last 20 to 30 minutes and may be with one person or multiple people on speakerphone on the other end. It is important to prepare for these interviews just as one would for a face-to-face conference. Here are some phone interviewing tips:

1. Usually the interviewer will **arrange a specific time** to call you for what they may consider (and you should too!) a formal part of the hiring process. If you are confused on the time due to different time zones, be sure to ask ahead of time so that you are fully prepared and at home in a quiet place. Don't let this call go to your voicemail!
2. Have the **application materials in front of you:** resume, cover letter, application, references, etc.



Be prepared to give this information immediately; you don't want to be searching through filing cabinets in the middle of the interview!

3. **Highlight the key words or phrases** on your materials as they relate to the position (use their job description) so you can promptly convey these qualities of yourself. Make notes on the points you want to express in the brief amount of time. You need to be concise, but make sure to get your key points across.
4. Make sure your **phone is working properly**. It is really best to use a landline phone, but in this day of using only cell phones, this is probably more common. Be sure that you have full connection signal and full battery power.
5. Consider **what you look like** during the interview. This may sound silly, but showering, getting dressed, and grooming may make you feel more confident, which will be projected by your voice and comments. And you thought you could do this in your pajamas!
6. Prepare a **list of questions** yourself. These can be brought up when there is that "uncomfortable silence." Instead of rambling on during



this time, turn to one of your questions that is relevant at the moment. Think of it as a conversation rather than an interview, and you may feel more relaxed. Also, remember that the interviewee needs to record what you are saying, so some silence for them is needed.

7. **Stand up or sit up straight** at a desk when you do the interview. Like the suggestion of not wearing pajamas, lounging on the couch will not give you confidence and the adrenaline needed for heightened interview performance. You want to sound crisp, polished, and professional for this interview.
8. If you must sneeze or cough, be sure to simply say, "Excuse me."
9. Finally, **prepare by doing research** on the company as you would for any other interview.

Helpful Links

www.collegegrad.com
accessut.utexas.edu
www.gymjobs.com
www.disneycareers.com
www.quintcareers.com

CollegeGrad.com now has **job search videos** available for free at their site. There are 35 custom Job Search Minute videos, and each is approximately one minute in length. They provide entry-level job seekers with quick, practical advice on resume preparation, interview preparation, answering tough interview questions and more.

www.CollegeGrad.com/job-search-videos