

Honesty is the best policy for your resume

by Carol Kleiman
Chicago Tribune

It's always a sin to tell a lie, especially on your resume, just ask George O'Leary, former Notre Dame football coach, who had to resign his post because he had falsified his resume.

Is there a lesson in this for all of us?

"O'Leary was stupid," said Nat Stoddard, chairman and chief executive officer of Crenshaw Associates, a New York-based outplacement firm that specializes in planning and managing professional transitions for CEOs and their direct reports.

Whether it's "intentional fabrication or overzealous polishing," Stoddard firmly asserts that "resume inflation has a tendency to catch up with you. Cheats always get caught. And more and more companies are checking resumes.

"But that's not really the point. Lying on your resume has nothing to do with being caught. What it has to do with is who you are."

I asked Stoddard, who has an undergraduate degree in sociology and an MBA and has been in his profession since 1989, where he draws the line between "embellishment" and the effort to market yourself effectively. He doesn't.

"Embellishment is not OK," Stoddard asserted. "It's a form of lying. The only rule is that if it's not true, it's false - and it doesn't belong on your resume."

That's why the CEO says you must not take full credit for work that may have already been underway before you took over; that you shouldn't say you went to college for eight years when you only took a couple of night courses during that time; and that you are lying if you change your job title in order to make it more relevant to the job you're applying for.

What about leaving out certain jobs of short duration? Stoddard is unrelenting. "It's a lie," he said. "A resume is a chronological advertisement for yourself. And truth in advertising includes where you've been and what you've done - with no breaks in the action. It's not very complicated."

To help remember exactly where and when you did what, Stoddard urges everyone to keep a file of documents - such as diplomas, awards, pay stubs, IRS returns, military service records, congratulatory notes from employers and the like.

S. Gary Snodgrass agrees that it's a sin to lie on your resume. The veteran human resource professional is senior vice president and chief administrative officer of Exelon Corp., an energy services company headquartered in Chicago with more than 30,000 employees nationwide.

"At the end of the day, you want to stick to the truth," said Snodgrass, who has an undergraduate degree in business administration and an MBA. "What you say is who you are. It might be tempting to fudge a little here and there - salary, dates of employment and education are what people lie about most - but once you've started down that trail it's a slippery slope."

Snodgrass is the author of a new book, "When Your Career Means Business: 12 Guidelines for Managing Your Personal Career and Professional Life." It's self-published and sells for \$15.95. He says he "sadly continues to see an increase of embellishments on resumes, possibly because of a more competitive job market and increased unemployment nationwide."

Telling the truth, Snodgrass says, "doesn't mean you have to disclose everything that's happened to you since the moment you were born. But it does mean you should give the true and relevant facts."

PETA's 'Got Beer?' ads return to college campuses

by Kim McCoy
Knight Ridder Newspapers

Many Florida State University students didn't know what to make of ads in the FSVIEW & Florida Flambeau last week that proclaimed beer is better than milk.

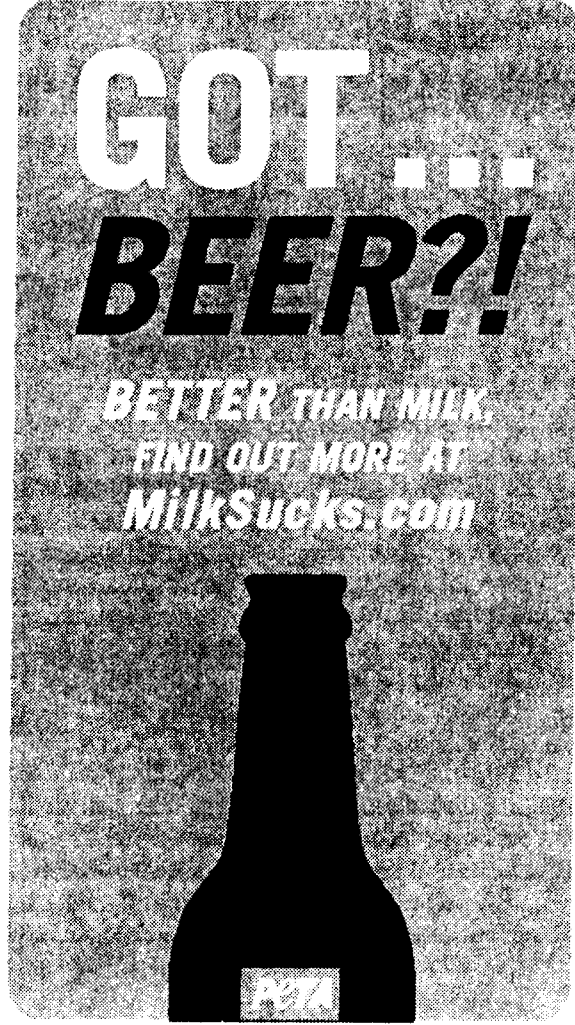
People for the Ethical Treatment of Animals revived its "Got Beer?" ads in college papers across the nation and Canada on Thursday. The ads, which first ran two years ago, are a spoof of the "Got Milk?" ads. The group says a Harvard University Medical School study reveals reasons why beer may have some health benefits and milk may have health risks.

"Nobody thinks of beer as a health food," said Bruce Friedrich, PETA's director of vegan outreach. "Everybody thinks of juice and soy. The point is that milk is worse for than you than beer."

A freshman at FSU said the ad will raise some eyebrows.

"To advertise beer is extreme, but that's what PETA does," said Jessica Butera, a fashion student. "But it does get your attention, especially in a college town."

PETA's ad directs people to MilkSucks.com where they can read about health risks to people and animals. Dairy products are laden with fat and cholesterol and are linked to problems like heart disease and cancer, according to the Web site. And female calves which often replace their older mothers are slaughtered soon after birth for the rennet in their stomachs, an in-



GRAPHIC COURTESY OF DUMPSDAIRY.COM

A sample of the type of ad that has begun to reappear in many college newspapers across the country.

redient in most commercial cheeses, according to PETA.

PETA representatives said they chose the independent paper, FSVIEW & Florida Flambeau because it serves students at a top 10 party school. The ad comes at time when the school is trying to downplay that status. Recently, a national outreach speaker made two presentations on FSU's campus about alcohol awareness. And the university has received a \$700,000 Robert Wood Johnson grant to help curb alcohol abuse.

Some students at FSU thought the ad was promoting drinking beer, but they said they would still check out the Web site.

"It's surprising," said Riz Dagani, a senior biology student. "I wouldn't have thought it would be in our paper. It just seems wrong."

But, Dagani added that she would look at the Web site. "I'd be curious to see what they're talking about," Dagani said.

But one student said the ad's message didn't pique her interest at all.

"That wouldn't get me to go to the Web site," said Latoya Dunn, a senior biology/pre-medicine student. "I don't believe in drinking, but if I did, I still wouldn't go."

Another student said it'd be tough to get her stop drinking milk.

"I don't like that message that beer's more important for college kids," said Jennifer Hamed, a junior business student. "I don't like it because I like milk."

ERIE

Limited Time Offer!
Pickup or Delivery

CAMPUS SPECIAL

Large, One Topping \$6.99 Pizza

&
2 Liter Bottle of
Pepsi, Diet Pepsi or Mt. Dew

Plus applicable tax. No other discounts apply. No substitutions, please. TRADITIONAL & THIN CRUST ONLY. Offer available at below stores only.

PIZZA OUTLET

Delivering Great Taste

2823 W. 26th St. (814) 838-8884
4801 Peach St. (814) 866-6622
4055 Buffalo Rd. (814) 897-1818

Open 7 Days • Sunday - Thursday 11 am - 11 pm
Friday & Saturday 11 am - 1 am

Pizza

	cheese	extras
LARGE 14" (8 cuts)	\$9.99	\$1.49
SMALL 10" (6 cuts)	\$5.99	\$.89

SELECT YOUR FAVORITE TOPPING:
• pepperoni • mushrooms • green peppers • sausage • ham
• onions • tomatoes • black olives • pineapple • bacon
• hot peppers • anchovies • extra cheese • capicola

SELECT YOUR FAVORITE CRUST:
Traditional Crust
hand-tossed dough mixed with extra virgin olive oil
Thin Crust (available in large sizes)
rolled thin...it's crisp and delicious
Pan Pizza (available in large sizes)
baked to golden perfection...it's thick and delicious

SELECT YOUR FAVORITE SAUCE:
Traditional Red Sauce
signature sauce made from freshly packed, vine-ripened tomatoes
White Pizza Sauce
a seasoned homestyle garlic butter sauce

FREE Garlic Dipping Sauce
one free with every pizza purchase

COMBO SPECIALS

HUNGER BUSTER

- Large 1-Topping Pizza
- One Italian Hot Sub
- One Order of Breadsticks
- 2-Liter Pepsi

\$16.99

TWO PIZZA SPECIAL

- Two Large 1-Topping Pizzas

\$13.99

PIZZA & BUFFALO BASH

- Two Large 1-Topping Pizzas
- 30 Buffalo Wings

\$29.99

ADDITIONAL TOPPING EXTRA • NO COUPON NECESSARY • LIMITED TIME OFFER
MAKE IT A PAN PIZZA FOR ONLY \$2 MORE PER PIZZA

Gourmet Pizza

LARGE \$13.99	SMALL \$9.99
----------------------	---------------------

Deluxe: pepperoni, mushrooms, green peppers, onions, black olives & sausage
BBQ Chicken: grilled chicken, onions, green peppers & tangy barbecue sauce
Meat Madness: pepperoni, ham, capicola, bacon & sausage
Garden Veggie: mushrooms, green peppers, black olives, tomatoes & onions
Garlic Spinach: spinach, onions, mushrooms, tomatoes, feta cheese, with garlic butter sauce
Seasoned Steak: steak, mushrooms, green peppers, onions, with garlic butter sauce
Pepperoni Blast: triple pepperoni and extra cheese
Hawaiian: pineapple, ham, bacon and extra cheese

Hot Subs

CHOOSE FROM: ITALIAN • VEGETARIAN • STEAK • TURKEY • HAM

\$5.99

Stromboli

CHOOSE FROM: SPICY ITALIAN • STEAK • PEPPERONI • 3-TOPPING

\$6.99

Buffalo Wings

CHOOSE FROM THREE DELICIOUS SAUCES: BUFFALO • BARBECUE • GARLIC

12 Wings.....	\$5.99	36 Wings.....	\$16.99
24 Wings.....	\$11.49	50 Wings.....	\$26.99

Includes ranch dipping sauce (count may vary according to size)

Salads

Garden Salad	\$2.99
Chef Salad	\$3.99
Antipasta Salad	\$4.99
Chicken Salad	\$4.99

Side Orders

Breadsticks with pizza dipping sauce	\$2.99
Pepperoni Sticks with pizza dipping sauce	\$4.99

Additional pizza dipping sauce and salad dressing extra

Soft Drinks

20 oz. Bottles Pepsi, Diet Pepsi, Mt. Dew, Iced Tea, Pink Lemonade.....	\$1.25
2 Liter Bottles Pepsi, Diet Pepsi, Mt. Dew.....	\$1.99

\$6.00 MINIMUM DELIVERY • MENU & PRICES MAY VARY BY LOCATION AND ARE SUBJECT TO CHANGE • LIMITED DELIVERY AREA

FREE DELIVERY

PIZZA OUTLET

Delivering Great Taste

www.pizzaoutlet.com

Mercyhurst- **866-6622**
Penn State- **897-1818**
Gannon- **838-8884**

1 FREE Garlic Dipping Sauce with every pizza purchased.

now accepting participating stores only

*A valid phone number is required for delivery. Please state your phone number before ordering.