



MARINES IN TRANSITION

A Bi-Monthly Publication of the Marine Executive Association

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BE FOUND TO BE HIRED: THE 20 BEST KEYWORDS FOR YOUR JOB SEARCH

Source: Susan P. Joyce

Reprinted with permission from <http://www.job-hunt.org/resumekeywords.shtml>

Having the right keywords in your social profile, particularly in LinkedIn and Google Plus, is critical to making yourself visible to recruiters and hiring managers who are often searching through them for qualified job candidates. With the right keywords in your social profile, your profile will appear in search results, and appearing in search results is the way you are found by employers and recruiters.

Without the right keywords, your profiles (and you) are invisible, regardless of how well-qualified you might be for the job you want, because your resume may never be seen by a recruiter.

So, What Are Key Words?

The words we type into the search box on a search engine are "keywords." Recruiters and employers use keywords when searching through search engines and social networks, like LinkedIn, as well as employer applicant tracking systems ("ATS") and resume databases.

What Are Keywords for Job Search?

Think of keywords as the jargon or "buzzwords" used by insiders in a profession or industry. It's how insiders describe themselves and others in their profession. These are the terms they give to the people writing job descriptions as the job requirements. The keywords most relevant to your job search are the words and phrases a recruiter would use to describe your next job (and, sometimes, your current and past jobs, too).

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 chair_emeritus@marineea.org

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 chair@marineea.org

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 Treas@marineea.org

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Herb Harmon
 generalcounsel@marineea.org

Deputy General Counsel

Dave Jonas
 deputygencounsel@marineea.org

Executive Director

Tim Murphy
 excedir@marineea.org

View the complete listing of MEA officers and committee members on MarineEA.org

2014 SPRING SOCIALS & NETWORKING EVENTS - FREE!

FREE for ALL Marines (Officer, Enlisted, Active, Reserve, Retired, Veteran/Former, Spouse) and FREE for ALL Marine-friendly Employers, Headhunters and Recruiters.

Arlington, VA May 16 5 - 8 pm	Camp Pendleton May 21 6 – 8:30 pm	Quantico May 29 5 – 8 pm
<p>Navy League Building</p> <p>First Floor Conference Room 2300 Wilson Blvd. Arlington, VA</p> <p>Orange Line, Courthouse metro stop Metered Street Parking</p> <p>Pay Parking in Building and at 2100 Clarendon</p> <p>POC Mr. Will Donaldson webmaster@marineea.org</p>	<p>Pacific Views (formerly South Mesa SNCO Club)</p> <p>Located in the 20 area near the Main gate. Bldg. 202850 San Jacinto Rd., Camp Pendleton, CA</p> <p>http://www.mccscp.com/pvec</p> <p>Free parking</p> <p>POC Col Steve Fisher fisherics@aol.com</p>	<p>The Globe and Laurel Patio Area</p> <p>3987 Jefferson Davis Hwy Stafford, VA</p> <p>1/4 mile south of Quantico rear gate</p> <p>http://theglobeandlaurel.com</p> <p>Free parking</p> <p>POC Mr. Bill Peters gyrene3@verizon.net</p>

RSVP: <http://www.MarineEA.org/rsvp>

NATIONAL RESOURCE DIRECTORY CONNECTS MILITARY WITH PROGRAMS AND SERVICES

Source: <https://www.nrd.gov>

Compete details:

<http://marineea.org/index.php/for-marines-menu/tips-and-techniques/25-veterans-affairs-resources/228-national-resource-directory-nrd>

The below listed military-related handbooks are available for online viewing, printing and/or downloading from National Resource Directory (NRD.gov) sources.

The National Resource Directory (NRD) is a website that connects wounded warriors, service members, veterans, retirees, their families, and caregivers to programs and services that support them.

NOTE: Most of the handbooks listed are in PDF format. If you do not have necessary PDF, etc., viewer software installed, go to VA.gov: <http://www.va.gov/viewer.htm>.

- **Military Handbooks - 2014 After the Military Handbook** - Provides information to help Service Members transition to civilian life. Serving as a guide on life after the military offering insight and helpful resources.
- **Military Handbooks - 2014 Benefits for Veterans & Dependents** - Provides information on benefits for Veterans and their dependents.
- **Military Handbooks - 2014 Getting Uncle Sam to Pay for Your College Degree** - Covers everything you need to know about the G.I. Bill, tuition
- **Military Handbooks - 2014 Guard & Reserve Military Handbook** - Learn about serving in the National Guard and Reserves and all the benefits offered, including pay and enlistment bonuses, allowances, employment rights, education and training, health care, and retirement.
- **Military Handbook - 2014 Military Children's Scholarship Handbook** - Contains all the latest information about getting a college degree.
- **Military Handbooks - 2014 U.S. Military Handbook** - Gives updated information on military pay, allowances, installations, benefits, TRICARE, social security and other important resources.
- **Military Handbooks - 2014 U.S. Military Retired Handbook** - Find helpful information on military benefits to assist Service Members who have retired or are planning to retire. Learn about computing retirement pay and all the other entitlements available to Veteran and their families.
- **Military Handbooks - 2014 Veterans Healthcare Benefits Handbook** - Written for veterans, the Veterans Healthcare Benefits Handbook gives you everything you need to know about: how to apply, veterans service centers, choosing a facility, changing a facility, second opinions, prescriptions and more.
- **A Survivor's Guide to Benefits** - A handbook from the Department of Defense for the families of deceased Service Members.
- **Handbook for Injured Service Members & Their Families** - Offers a handbook published by the Intrepid Fallen Heroes Fund that outlines benefits, rights and resources available to Service Members and their families to help with financial, medical, educational, employment, legal and other needs.

BE FOUND TO BE HIRED *CONTINUED*

Developing Your Keywords

Search for the job you want next on a mega-job site like Indeed.com or your target employers' websites, and note what unique, job-specific words are used in those job descriptions, in addition to Indeed's JobTrends, next. Check the job requirements, too, to be sure that you have chosen the right job for you.

My favorite tool for determining the best keywords to use -- or to avoid -- is Indeed.com's Job Trends page. Go to <http://www.indeed.com/jobtrends> and type a couple of versions of keywords you are considering into the search box. Then, click on "Find Trends," and Indeed will show you which keyword or keyword phrase is being used most frequently today as well as the trend in the usage (up or down) since 2006.

For example, assume that you hold the Project Management Professional (PMP) certification. You can present your certification several different ways: PMP, PMP certified, certified PMP, certified Project Management Professional, etc. To determine which is used most often by employers in their job descriptions, simply type the terms, separated with commas, into the JobTrends search box. Then, Indeed will analyze millions of job descriptions to show you what the relative and absolute trends are for those terms so you can choose the best version to use in your profiles.

If possible, find a way to add the top two versions of the term, so you are found when either of those two terms are used. If you can only use one version of the term, use the one that JobTrends shows you is the most often used and/or trending upward.

Top 20 Categories of Keywords:

1. Your professional name

This is a relatively unique version of your name that you use consistently in your professional communications, including social profiles, publications, blogs, resumes, networking cards, and other visibility. Consistently using a professional name is *particularly important* when a recruiter or employer is verifying the "facts" on your resume by comparing it with your LinkedIn Profile.

2. Your target job title

The title for the job that you want next, preferably the version(s) used by your target employers is a very important set of keywords. When in doubt about exactly which job title to use, become a slash person - "Project Manager/Senior Project Lead" or "Senior Administrative Assistant/ Executive Assistant" as appropriate for you.

3. Current and previous job titles

Your current and former job titles are also important keywords. Again, focus on the standard job titles that are used now by your target employers, particularly if current (or former) employer(s) used non-standard titles, like "sales star" for a sales rep position. Substitute "sales rep/sales representative" to replace the non-standard term. Again, become a slash person when necessary.

4. Your current or your target city, state, and Zip code

Use city, state, and Zip code in your profiles so your profile is in the search results for any of those terms. This enables you to be found in very specific searches as well as "radius" searches around a city or a zip code.

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BE FOUND TO BE HIRED *CONTINUED*

5. Your current or your target region's name

Use local regional terms for a geographic area like East Bay Area or Brooklyn, as appropriate for you, for those searchers who use those terms rather than city, state, and Zip.

6. Your skills

Preferably the skills most in demand *for the job you want next* (e.g., managing a P&L, using Microsoft Word and Excel, driving an 18-wheeler, leading a project team, etc.) need to be included -- even if they are not the skills you used primarily for your most current job. Use searches on target employer websites or Indeed's JobTrends to figure out which skills are most in demand.

7. Job-specific, profession-specific, and industry-specific tools and techniques

Add the relevant tools and techniques that you use or are qualified to use because of training, education, and/or experience (e.g. MRI, Mastercam, Six Sigma, LEED, etc.).

8. Software relevant to your job or profession

Include the software required for your target job that you use or have been trained to use, particularly if it's unique to your job, industry, or profession (e.g. SAP, WP, etc.). If widely-used software like the Microsoft Office set of products are sometimes mentioned in job descriptions for the job you want, be sure to include those keywords, too. Don't assume that they are so widely used that they don't need to be mentioned.

9. Hardware relevant to your job or profession

Add any specific hardware that may be required for your target job if you have experience using it or have been trained to use it, particularly if it is unique to your job, industry, or profession (e.g. heart monitors, scanners, even different versions of smart phones if they are relevant to the job).

10. Internet tools and apps relevant to your job or profession

Include Internet tools and apps that you use or are qualified to use because of training, education, and/or experience (e.g. Facebook, LinkedIn, Hootsuite, Google Analytics, etc.).

11. Awards and recognition

If you've been employee of the month, salesperson of the year, or received other recognition from your employer, a customer or client, or your profession or industry, be sure to include it (or the most current or relevant recognition) in your social profiles.

12. Relevant industry and professional organizations

Include the industry and professional organizations or societies that you have joined (plus committee membership and current or former officer titles) particularly when you find the organization named in job descriptions.

13. Professional and/or technical acronyms

Usually, the more acronyms; the better, as long as they are appropriate to your experience and education. Be sure to include what the acronyms represent too, just in case someone searches on the complete term rather than only the acronym. This does not include texting shortcuts like LOL!

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BE FOUND TO BE HIRED *CONTINUED*

14. Certifications, licenses, or other proof of professional or industry knowledge

Include all proof of professional knowledge or achievement, particularly focusing on those that are current (not expired or out-of-date).

15. Categories of employers

Mention those groups of employers which are your target employers or most often need your services, like "national specialty retailers" or "general medical" for example.

16. Applicable education

Include job-specific education you have (degrees, majors, applicable course work, post-graduate courses, professional training, on-the-job-training, and certifications, etc.).

17. Your publications

If you have written any books, white papers, or articles, particularly relevant to the job, industry, or profession you are targeting, be sure to include them.

18. Websites and media

If you write - or have written articles - published on any well-regarded websites, publish your own blog, or have been widely quoted in various media, include the names of those websites and media.

19. Trade shows and conferences

If you have attended relevant trade shows or conference, particularly if you have been a speaker or presented a papers, add those names to your profiles.

20. Other jargon

Include any other common "insider" words, terms, and acronyms specific to the profession and/or industry that describe your work, typical products and/or services involved, and the people who do your job.

Regardless of which social profile you are using, to be effective for your job search, all of the profiles that support your job search need to be "find-able" when an employer or recruiter types their search terms into a search engine or social network search box.

Note: Include the words that are appropriate for you and your target job, but don't be inaccurate or deceptive. "Marketing mode" is fine. Scam/exaggeration mode is a very poor strategy. Friends and colleagues will spot the exaggerations on your social profiles, particularly LinkedIn.com, and lose confidence in you.

Follow Susan Joyce on Google Plus for more job search tips!

<https://plus.google.com/+SusanPJoyce>

Susan P. Joyce is president of NETability, Inc. and the editor and chief technology writer for Job-Hunt.org and WorkCoachCafe.com. This piece first appeared on Job-Hunt.org.

<http://www.job-hunt.org/>

SHARE YOUR SUCCESS STORIES

The MEA has been collecting success stories (good things) and lessons learned (not so good things) for publication on the MEA website and in the newsletter.

Your personal and corporate stories, lessons learned and any of the benefits you've received from the MEA website, networking events, resume services, mentoring and hot jobs are what we are targeting.

We're requesting you send your two-cents to webmaster@MarineEA.org. Be sure to let us know if you agree to release your identity or if you prefer to remain anonymous. Either way we look forward to your response.

Read our success stories:

<http://marineea.org/index.php/for-marines-menu/tips-and-techniques/28-mea-success-stories>

Another MEA Success Story!

I'm emailing you to thank you for the outstanding support you're giving to transitional Marines through your MEA operation. Via simply being your contact on LinkedIn I was scouted and offered a position with Northwestern Mutual Financial.

I was told by Kara McCarron at NWM that you actually live right down the road from me in Fallbrook as I live in Bonsall. I'd love to meet with you for coffee or lunch or anything just to get to know MEA and you better and as I grow in my new profession I would like nothing more than to champion your cause as best I can.

Tom Vilakis

HIRING OUR HEROES PROVIDES FREE AIRLINE TICKETS TO TRANSITIONING VETERANS ATTENDING JOB INTERVIEWS

Hire Our Heroes (HOH) will provide a free, round-trip ticket to any transitioning veteran going on a job interview anywhere in the country. HOH will provide a free round trip airline ticket to any transitioning veteran interviewing to secure a job without the means to travel to and from the interview. The idea here is to support small to medium size businesses by allowing them to tap into an untapped market of talent that they might not typically have access to, due to budget constraints. In addition, this allows transitioning veterans the opportunity to interview and secure opportunities prior to making the final transition back into the civilian world. HOH hopes that by providing these benefits to all transitioning veterans, the odds of securing employment are greatly increased. To learn more and see if you qualify go to <http://hireourheroes.org/free-travel/#sthash%2EIISe98bx%2Edpbs>.



LinkedIn offer a one-year free "Job Seeker" account to transitioning veterans

If you already have a premium account, you can cancel the remainder and give a prorated refund, when you swap to the veterans account.

NEW RESOURCE FOR JOB HUNTERS - THETHINGS.BIZ

Our troops at times have difficulty translating their military experiences to civilian employment requirements; at the same time, employers have an equal difficult time defining their requirements and translating them to military experiences.

Early in my career I realized that the people who had strong "soft skills" were the people that could grow with a fast growing organization. Soft skills in this definition are intelligence, initiative, integrity, reasoning, communication, team orientation and leadership.

During my first decade at Data General, those people with the soft skills were able to grow while the company expanded at a compound rate of 63%. You would find them throughout the organization in functional areas well beyond their first job. Those who were hired for their hard skills, remained essentially in the same function they were hired for.

theThings.biz allows a returning vet to identify positions where they exhibited their soft skills and rate themselves. Someone who witnessed their performance independently assesses the same skill. The two ratings are compared and the vet can develop an individual profile of their verified strong soft skills. That profile can help them describe themselves and help them recognize their personal worth. The profile can also be used by employers who understand the power of strong soft skills in their hiring and promotion processes.

theThings.biz has just expanded to serve veterans because of its reception in the college graduate market where 53% of the recent college graduates are either un or under employed.

TheThings.biz

We will change the way that young people are evaluated and hired. We believe that companies will be more successful in recruiting when they hire candidates based on who they are - the defining characteristics that are indicative of how they think and how they work. And we believe that candidates can prove these characteristics through all types of experiences in their lives - school, volunteering, and through jobs that may not traditionally have been seen as relevant to the careers they are targeting. We

are here to make a difference in lives of the talented, aspiring professionals who entered the workforce over the past few years and were forced off a career track due to a lack of jobs. We are here to make business work better by making recruiting more efficient and effective.

www.thethings.biz

Why I Created theThings.biz:

<http://blog.thethings.biz/post/64682459334/why-i-created-thethings-biz>

Summary Presentation:

<http://www.slideshare.net/GeordieMcClelland/caring-the-way-young-professionsthethingsbiz>

WOUNDED WARRIOR PROGRAM FOUNDED BY COL. WITH TBI

Source: [Military.com, Richard Sisk](http://www.military.com/daily-news/2014/02/19/wounded-warrior-program-founded-by-colonel-with-tbi.html)
<http://www.military.com/daily-news/2014/02/19/wounded-warrior-program-founded-by-colonel-with-tbi.html>

Camp Lejeune, N.C. -- A plaque here hangs on the wall at the Wounded Warrior complex dedicated by Gen. James Amos, the Marine Commandant, to the self-described "mean S.O.B." who overcame his own traumatic brain injury to start the program.

The tribute to retired Col. Tim Maxwell read in part that he "led the way for the entire Marine Corps in the uncharted waters of integrating wounded Marines back into operational units."

Maxwell said the idea for the Wounded Warrior program came from a job Amos gave him in the summer of 2005 as he recovered from his own devastating injuries. Amos, then commander of the II Marine Expeditionary Force at Lejeune, asked Maxwell to visit other injured Marines on base and at local hospitals to gauge their progress.

Maxwell said he came back with a message for Amos: "Sir, these guys need somebody to be with, they need to be with each other, they need to be hanging together."

"The bottom line -- there's a problem with guys coming back," Maxwell said. "Their fire team, their squad, their platoon, taking care of each other -- that was more important than life," he said.

"You know you matter" in the military, most of all in combat, Maxwell said. The sudden loss of that sense of self-worth that wounded troops can experience "just eats them up," Maxwell said.

With Amos' approval, Maxwell rounded up some contributions from local area businesses and was given an old barracks. It was Maxwell, his wounded "gunny" from Iraq, Gunnery Sgt. Ken Barnes, and about 20 severely wounded Marines assigned to them with the mission of recovery for duty or transitioning to civilian life.

For the most part, Maxwell was winging it. He had been hit by a mortar round in Iraq on Aug. 9, 2004, leaving a jagged scar running from his left ear to the top of his skull.

As he described it at the time, "they just took the bone and slapped it back on my head. I started thinking I know a hell of a lot about war but I don't know a damned thing about being wounded. I didn't like being at home," he said. "I thought it would be nice to have a place where you could be with other guys who were wounded."

"For some, it's not so good to be home," Maxwell said of the Marines who join up to get away from bad environments at home.

From its meager beginnings, the Injured Support Unit evolved into the Wounded Warrior Battalion-East at Camp Lejeune, the Wounded Warrior Battalion-West at Camp Pendleton, Calif., and a Wounded Warrior Regiment headquarters at Quantico, Va. There are case managers, care coordinators, counselors and a cadre of reserve Marines around the country to track and assist Marines who transition out of the Corps with Veterans Affairs care and job opportunities. The programs have expanded from serving wounded troops to non-combat injured and ill troops.

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WOUNDED WARRIOR PROGRAM FOUNDED BY COL. WITH TBI *CONTINUED*

In 2007, the Army started similar programs and eventually set up 29 Warrior Transition Units nationwide to serve soldiers also seeking to return to duty or get assistance in going back to civilian life. Since the units were first set up in June 2007, more than 50,000 soldiers have been assigned to them, and 27,765, or 47 percent, have been returned to duty, the Army's Warrior Transition Command said.

Currently, there are about 2,000 Marines in Wounded Warrior Battalion-East at Camp Lejeune and Wounded Warrior Battalion-West at Camp Pendleton. About 30,000 Marines have gone through Wounded Warrior programs since they were started, and about 54 percent have returned to duty, according to Marine spokesmen.

Maxwell, 47, of Dallas, has retired from the Marines and, with his wife Shannon, now runs the SemperMax Support Fund to continue their advocacy for wounded troops. Last year, with a grant from the Bob Woodruff Foundation, the Maxwells organized a couples retreat for troops suffering from TBI and their spouses.

"Shannon and Tim Maxwell have been incredible advocates and leaders in the TBI Community," said Anne Marie Dougherty, executive director of the Woodruff Foundation named for former ABC anchor Bob Woodruff, who suffered TBI in Iraq.

The Maxwells' "important work continues to fill gaps and get to the heart of some of the pressing -- challenges service members and their families face," Dougherty said.

Federal Agencies Veteran Employment Program Offices

Access a list of Veteran Employment Program Offices responsible for promoting Veterans' recruitment, employment, training and development, and retention within their respective agencies. Veterans are encouraged to contact these individuals for specific information on employment opportunities in those agencies.

<http://www.fedshirevets.gov/AgencyDirectory/index.aspx>

GI Bill® Comparison Tool

Calculate your benefits and research approved programs.

<http://department-of-veterans-affairs.github.io/gi-bill-comparison-tool/>

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Vice President	Len Ludovico	VP@MarineEA.org
Secretary	Dan McLean	Secretary@MarineEA.org
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General Counsel	Herb Harmon	GeneralCounsel@MarineEA.org
Deputy General Counsel	Dave Jonas	DeputyGeneralCounsel@MarineEA.org
Executive Director	Tim Murphy	ExecDir@MarineEA.org

Members at Large	Name	eMail
Bethesda Breakfast	Frank Wickersham	Bethesda_Breakfast@MarineEA.org
Chapter Development	Lester Niblock	Chapters@MarineEA.org
Henderson Hall Networking	Tim Kibben	HendersonHall_Luncheon@MarineEA.org
Henderson Hall TAP	Vacant	HendersonHall_TAP@MarineEA.org
Hot Jobs	Will Donaldson	Webmaster@MarineEA.org
Marine Seniors Representative	Frank Pulley	seniors@MarineEA.org
Newsletter	Dan McLean	Newsletter@MarineEA.org
Public Relations	Jeff Landis	publicrelations@marineea.org
Résumé Assistance	Chuck Anderson	Resumes@MarineEA.org
Quantico Luncheon	Bill Peters	Quantico_Luncheon@MarineEA.org
Quantico Tap	Ed Yarnell	Quantico_TAP@MarineEA.org
Walter Reed Coordinator	Frank Wickersham	fgwickersham@vsecorp.com
Webmaster	Will Donaldson	Webmaster@MarineEA.org
Wounded Warrior Representative	Bill Peters	WWR@MarineEA.org
M4L Representative	Len Ludovico	m4l@marineea.org

Chapter Representatives	Name	eMail
Camp Pendleton Chapter President	Steve Fisher	pendletonchapter@marineea.org
New York City Chapter President	Adam Treanora	newyorkchapter@marineea.org
Atlanta Chapter President	Vacant	atlantachapter@marineea.org
North East Ohio President	Vacant	NEOChapter@MarineEA.org
Camp LeJeune Chapter President	Vacant	lejeunechapter@marineea.org

Upcoming Events



Spring Socials & Networking Events

May 16, 2014
Arlington, VA

May 21, 2014
Camp Pendleton

May 29, 2014
Quantico

July 10, 2014
MEA Networking Luncheon
Henderson Hall

August 8, 2014
MEA Networking Luncheon
Quantico

Camp Pendleton Chapter
The MEA Camp Pendleton Chapter meets the
3rd Wednesday of every month, 1800,
Pacific Views (formerly the South Mesa
SNCO Club) on Camp Pendleton

**View a listing of events and
job fair on the MEA Calendar**
www.marineea.org

ADVERTISE WITH THE MEA

This year the MEA is introducing new and exciting promotion for all companies, such as yours, to participate in our MEA Advertising Program. We'd like to feature your company in our website, Hot Jobs lists, and calendars seen by more than 25,000 Marines in transition.

To find out more, or to see how cost-effective our advertising program can be for your firm, simply download our advertising rate card.

View more details:
<http://www.MarineEA.org/ads>

Download Advertising Rate Card:
<http://marineea.org/ads/2014advertisingprogram.pdf>