

# CareerRebound

NETWORKING // TRAINING // SUPPORT

## APRIL 7, 2022 GENERAL MEETING SPEAKER 10:00am

9:30am Networking!

<https://zoom.us/j/454980992>

### "Resiliency Fatigue: Rising Above or Just Riding It Out?"



#### Kari Goetz

Chief Advancement  
Officer of the  
United Way Suncoast

Kari Goetz is a master at improv, which has come in handy in her executive role during the past unpredictable two years. Kari discusses her personal experiences, as well as some tips and discussion about what might or might not work for you. Bottom line: there are no right answers, as we all are just learning as we go.

## APRIL 21ST TRAINING EVENT

5:30pm to 7:00pm

<https://us06web.zoom.us/j/81143045133>

### "Financial Survival During Career Transition"



#### Carlene Ulacia

Senior Manager,  
Financial Stability  
United Way Suncoast

## WELCOME TO CAREER REBOUND

Career Rebound is your source for job postings, networking opportunities, mentoring, training, support groups and special events which will help you find your next great employment opportunity.

## REAL ESTATE LIVES IS NOW CAREER REBOUND!

**Real Estate Lives** was founded in 2008, during one of the worst economic recessions.

This resulted in many real estate professionals losing their jobs and feeling lost. Over the years since then, we have seen more and more non-real estate professionals with similar needs.

So, the new branding to **Career Rebound** reflects our emphasis to support all professions.

**We hope you enjoy this short video announcement!**



## DON'T MISS OUT ON THE FUN!

### SMALL GROUP FORUM EVERY TUESDAY, 11:30 AM TO 1:30 PM

Zoom conference call, led by Gregory L. Morgan. This group holds weekly informal meetings where you share "who you are, where you've been, where you are now, and where you would like to be." Let's see how we can help each other!

# NETWORKING OPPORTUNITIES

Universally acknowledged as the #1 tool for gaining re-employment, Career Rebound offers multiple internal networking opportunities. All are very popular and highly successful.

# 1

## SMALL GROUP FORUM (FREE)

Every Tuesday, 11:30 am to 1:30 pm via Zoom.

Zoom conference call, led by Gregory L. Morgan.

This group holds weekly informal meetings where you share "who you are, where you've been, where you are now, and where you would like to be."

Let's see how we can help each other!

# 2

## GENERAL MEETING (FREE)

First Thursday of every month, 9:30 am via Zoom with special guest speakers.

Next meeting is **April 7th**: "Resiliency Fatigue: Rising Above or Just Riding It Out?" with **Kari Goetz**, Chief Advancement Officer at United Way Suncoast

# 3

## REBUILDERS MEETING (FREE)

After General Meeting, first Thursday of every month, 11:00 am via Zoom.

This group meeting provides a confidential, safe and casual atmosphere where the goal is to help Rebuilders deal with stress, discouragement, relationship issues, self-esteem and/or fear.

# 4

## THURSDAY TRAINING WORKSHOPS - EVENING (FREE)

Third Thursday of every month, 5:15 pm via Zoom with special guest trainers.

Next Training is **April 21st**: "Financial Survival During Career Transition" with **Carlene Ulacia**, Senior Manager, Financial Stability at United Way Suncoast

## ZOOM CALL-IN INFORMATION:

### THURSDAY TRAINING WORKSHOPS USE

<https://us06web.zoom.us/j/81143045133>

### ALL OTHER CAREER REBOUND MEETINGS USE

<https://zoom.us/j/454980992>  
Meeting ID: 454 980 992

If you can't join via video, call in to (253) 215-8782 or (301) 715-8592.

Be sure to check Career Rebound's [calendar](#) for a list of all upcoming meetings, trainings, job fairs and events!

CHECK OUR JOB BOARD FOR OPPORTUNITIES  
[careerrebound.org/jobs](https://careerrebound.org/jobs)

## ARE YOU FACING AN EMOTIONAL OR FINANCIAL CRISIS?



CRISIS CENTER  
OF TAMPA BAY  
*Help. Hope. Healing.*

### Eviction Mitigation Support

Help is available to prevent eviction or relocate after eviction at:

<https://unitedwaysuncoast.org/eviction-mitigation/>

### Volunteer Income Tax Assistance - No Cost!

Find a nearby site or online assistance at: [www.UWSVITA.org](http://www.UWSVITA.org)

The Crisis Center of Tampa Bay can help.

Simply dial 2-1-1  
(813-964-1964)

From your phone or visit:  
[www.211atyourfingertips.org](http://www.211atyourfingertips.org)

You can also learn more about free tax prep help, eviction/mortgage foreclosure prevention help, and many other resources at 211.

For additional resources visit [careerrebound.org](https://careerrebound.org)

# MESSAGE FROM THE PRESIDENT

## WHEN IS IT HARD TO FIND A JOB? WHEN NO ONE THINKS IT IS.



**Gregory L. Morgan**

President of  
Career Rebound

**Finding a job is especially challenging** in a time when there's extreme low unemployment and you have a very specific set of skills. People wonder why you're unemployed. And employers are looking for that perfect match.

It can be so disheartening. You feel so lost, frustrated, intimidated and embarrassed. And the longer it takes, the harder it gets. But as Frank Sinatra says in one of his famous

songs, when you find yourself flat on your face, just pick yourself up and get back in the race. That's life!

We at Career Rebound are here for you with networking, training and support! We have weekly meetings, monthly meetings and continuous training through Career Rebound and our partnership with Transition Masters.

Join us and get back in the race! Go to our websites [www.careerrebound.org](http://www.careerrebound.org) and [www.transitionmasters.org](http://www.transitionmasters.org) and find our calendars. Click on the link, and join the conversations and presentations.

We love you all and feel your pain. So many of our volunteers have been right where you are,

often several times. These folks and current Rebounders offer incredible insight and guidance while you continue your journey!

Beginning very soon, we will be meeting **LIVE** again! Stay tuned!

Can't wait to see you again!!

All our love to you!

**Gregory L. Morgan**  
[gregorylmorgan@gmail.com](mailto:gregorylmorgan@gmail.com)  
[linkedin.com/in/gregorylawtonmorgan](https://www.linkedin.com/in/gregorylawtonmorgan)  
(813) 334-4734

**"Beyond a wholesome discipline, be gentle with yourself. You are a child of the universe no less than the trees and the stars; you have a right to be here. And, whatever your labors and aspirations, in the noisy confusion of life, keep peace in your soul. With all its sham, drudgery and broken dreams, it is still a beautiful world. Be cheerful. Strive to be happy."** By Max Ehrmann ©1927

## A SPECIAL THANK YOU TO OUR RECENT SPEAKERS



**Joe Jones**

Founder  
Transition Masters



**Jim Shimberg**

Executive Vice President  
Strategic Property Partners



**J. Michael Callahan**

Planning & Urban Design  
City of Tampa



**Joanne Sullivan**

Director of  
Community Relations  
USF



**Lynne M. Williams, Ed.D.**

Executive Director  
Great Careers Group  
& BENG



**Michael Parise**

"Loving-on-Purpose"  
Life Coach, Speaker  
and Author



**Ed Samuel**

Executive Career Coach  
SamNova, Inc.



**Bill Clinebell**

Managing Partner  
Relofant

Be sure to check Career Rebound's **calendar** for a list of all upcoming meetings, trainings, job fairs and events!

# DO YOU KNOW ABOUT THE LIFE ENRICHMENT CENTER?



**Wendy Leigh**

Consultant to Art and Non-Profit Organizations

**The Life Enrichment Center (LEC)** is a private, non-profit organization whose mission is *"For our students to fulfill their lifelong creative potential through the ageless engagement of the arts."*



Located in North Tampa's Forest Hills neighborhood since 1980, it is one of only a few centers across the country focused on redefining and reshaping retirement and on the experience of aging. Its cultural arts program has received

national and international recognition and serves as a model of a successful community-based organization, serving adults primarily 50+.



A wide range of classes are offered each week including,

- Creative Writing
- Drawing, Oil/Acrylic Painting
- Watercolor
- Tai Chi
- Low Impact Exercise
- Yoga
- Mah Jongg
- Bridge

**LEC members are experiencing the most creative and dynamic times of their lives.**

Active engagement in the arts has proven to be

beneficial to the health and well-being of every aspect of our lives. Research shows the benefits of cognitive, social, mental, and physical engagement to stepping gracefully into the future while remaining active, independent, productive, and healthy.

Come join the fun! First class is free. To learn more, call **813-932-0241** or visit <https://lectampa.org/>.

**See you at the Center!**

**Contributed by Wendy Leigh**

[linkedin.com/in/wendy-leigh-89241588](https://www.linkedin.com/in/wendy-leigh-89241588)



**3rd Annual Jack Brubaker Jr. Memorial Golf Classic**

**MONDAY, OCTOBER 17, 2022!**

**At the beautiful Carrollwood Country Club**

**Registration: \$125 per player // Sponsorships available!**

**To register, please visit:**

**[www.brubakergolfclassic.com](http://www.brubakergolfclassic.com)**

**Proceeds benefit:**

**Career Rebound**  
Formally Real Estate Lives

**NEUROSHIFTS**  
Align • Transform • Emerge  
Formally Autism Shifts

# WATER STREET TAMPA UPDATE



## Jim Shimberg

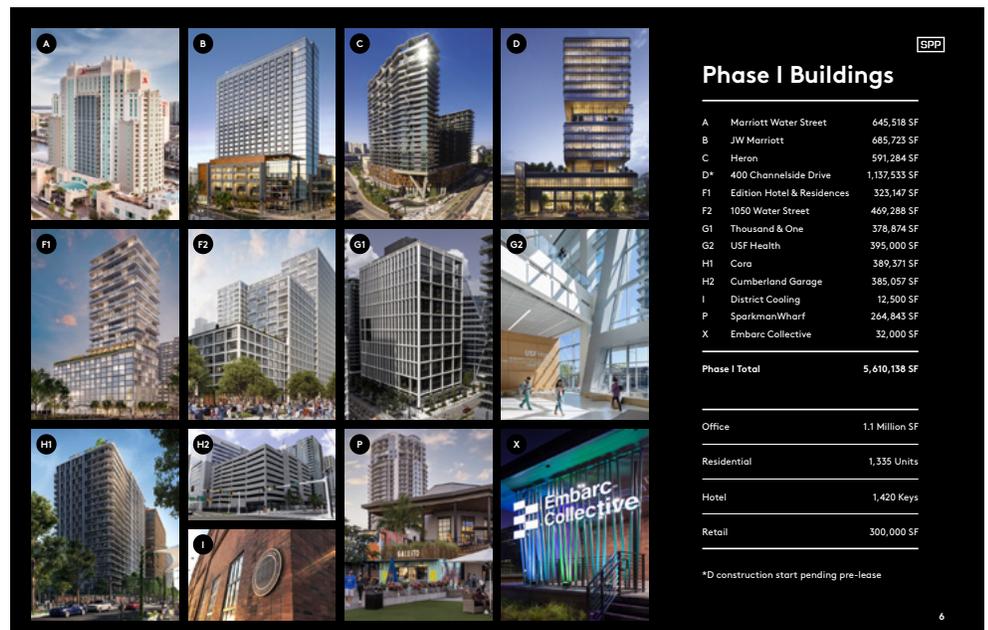
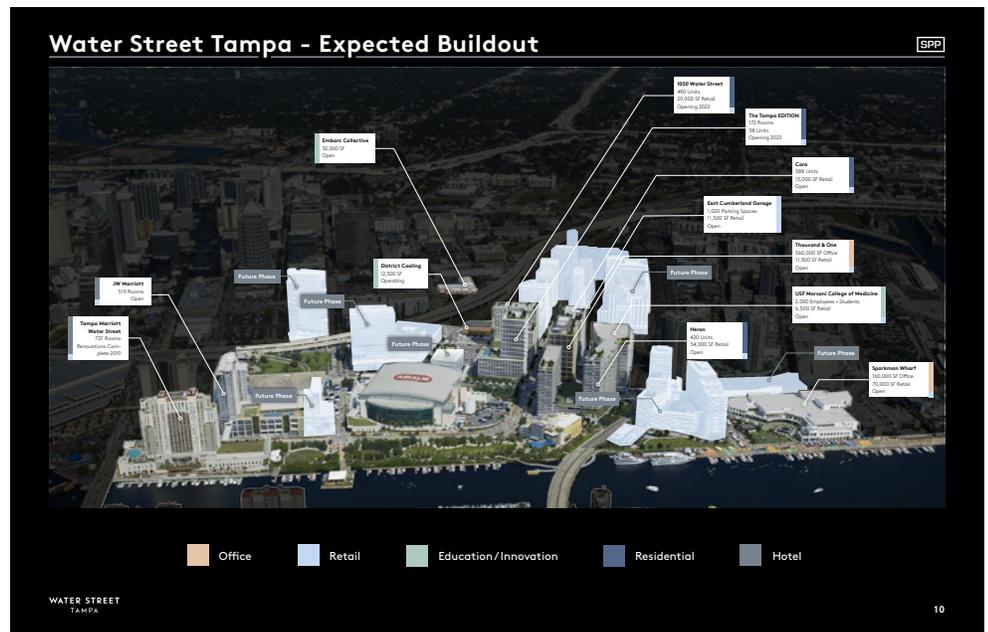
Executive Vice President  
Strategic Property Partners

**Strategic Property Partners, LLC (SPP)** is a fully integrated commercial real estate company dedicated to creating and sustaining vibrant and enduring, high-quality urban, mixed-use places. SPP is a partnership between Cascade Investment LLC, and Jeff Vinik, and is based in Tampa, Florida, where it is currently executing its first project, Water Street Tampa. The company was founded in order to capitalize on an entirely different approach to real estate investing. With its incredibly strong financial resources and long-term investment horizon, the firm aims to maximize value by realizing the benefits of scale, maintaining consolidated control over investment decisions and operations, developing and imploring consumer-enhancing service platforms and effectuating synergies between various land uses to create vibrant and enduring places

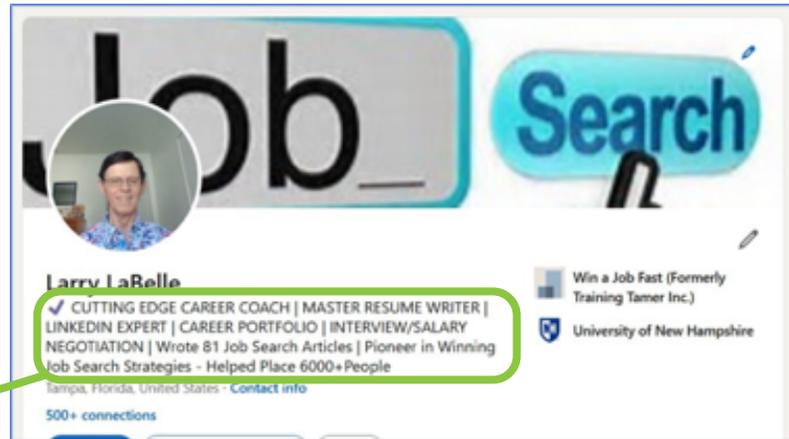
[spprealestate.com](http://spprealestate.com)

Our 13th Annual Pancake Breakfast (aptly renamed **"Zoom Cakes"** during the pandemic) was held via Zoom on November 4th, 2021. The keynote speaker was Jim Shimberg, Executive Vice President of the trailblazing development firm, Strategic Property Partners. He updated us on the exciting real estate and commerce development currently happening in the Water Street area of downtown Tampa.

Some of the quotes from Mr. Shimberg's presentation include "Renaissance along the river," "Prioritizing pedestrians," and "LEED certified green with luxury." The Riverfront's progressing new development is setting a great trend for Tampa. Who knows?! Perhaps your next career step may have you working in this area or with one of the great firms involved. To learn more, visit: <https://spprealestate.com> or [www.waterstreettampa.com](http://www.waterstreettampa.com).



# GET NOTICED USING THE LINKEDIN HEADLINE & RANK ORDER OF SEARCH RESULTS



The Headline field in your profile is a powerful tool but a lot of LinkedIn users don't put compelling content that will draw other LinkedIn users to your profile. Let's take a look at what many LinkedIn users put in this field.

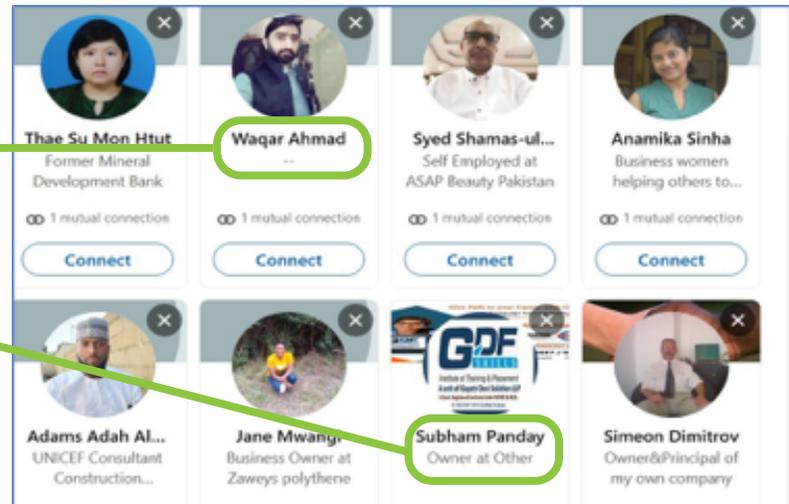
Notice the second profile on row 1 for **Waqar Ahmad**. It has no Headline at all. That really hurts since I don't know his job title or the main things that he does.

On the profile for **Subham Panday**, his Headline tells us he's a business owner but it doesn't say the company's name or what it does. Again, this could cause LinkedIn readers to pass over his profile.

Now, let's look at my profile to get some ideas for what we can put in the Headline. First, we have my job title, **Cutting Edge Career Coach**. My job title could just be **Career Coach** but I added **Cutting Edge** to highlight the fact that I use **Cutting Edge** techniques in creating resumes for my clients. Also, notice how the Headline starts with a green check mark. This says, yes, I can do all the things in my Headline. I created this check mark in MS Word, copied it to the clipboard, and then pasted it into my Headline.

After my job title, I list a series of key benefits I can offer my clients, such as **MASTER RESUME WRITER, LINKEDIN EXPERT, CAREER PORTFOLIO, INTERVIEW COACHING, and SALARY NEGOTIATION COACHING**. Now, the reader knows exactly what services I provide. But, there's one more benefit to doing this. These items are all Keywords.

If a hiring manager is looking for people with these skills, they would first enter all these Keywords in the search box and then execute the



search. The LinkedIn search engine would then look for all people who have these skills. Then, it tries to rank order the profile in the search result. One criteria for doing this is how many occurrences of the Keywords are in a person's profile. The more occurrences you have in your profile, the more likely you are to be ranked high in the search result and you might be on page 1!

So, if you make sure to have all your Skills/Keywords in the Headline, About section, Skills section, and in the Experience section (under each of your jobs), you will have a good chance of showing up on page 1 of the search results. If you aren't on page 1 or 2 of the search results, it is likely you won't even be seen.

One last important thing. Keywords are not the only thing that get you ranked higher in the search

result. You'll also get noticed and ranked higher if you do a Post, send Photos or Videos, create an Event, write an Article, participate in Group Conversations, and/or use Hashtags. All of these actions govern how you rank in LinkedIn search results.

So now you know what controls where you show up in Search results. If you're not ranked high, there's a good chance you won't be viewed by other users. Use these tips and ideas to raise your presence and make it easier for Hiring Managers to find you.

Good luck!

**Larry LaBelle**  
[linkedin.com/in/winajobfast](https://www.linkedin.com/in/winajobfast)

# THE BENEFITS OF CREATING A ONE-PAGE LEAVE-BEHIND



**You only get one chance to make a first impression.** An effective way to ensure your success is creating a visually enticing and easy-to-read leave-behind that consolidates and displays your core details (what you offer) in a condensed format that fits on a single page.

The primary purpose of a one-pager is to **SELL YOU** into the role you're targeting. By giving the recipient a crisp, concise, and to-the-point overview of your professional experience and accomplishments you will quickly capture their attention. A well designed one-pager engages the reader, saves them valuable time by allowing them to quickly digest your most relevant accomplishments, and leaves a lasting impression that will help separate you from the competition.

The exercise of creating a one-pager will also improve your ability to understand your most relevant accomplishments and skills and effectively communicate in one-on-one situations. It's also a great confidence booster and gives you another opportunity to impress as a leave-behind.

There are several design programs available on the market today that are easy to learn and will allow you to add visual elements to make that lasting impression. Even if you do not have design experience or utilize a design program, you can condense and organize your information in any basic word processing program. There are many pre-built templates that can help. Remember the most important aspect of a one-pager is to consolidate, organize and quickly communicate your most relevant accomplishments and skills.



## Shawn Ring

**Creative Manager | Art Director | Graphic Designer**

**Phone:** 813.766.8275

**Email:** [shawnring@sbcglobal.net](mailto:shawnring@sbcglobal.net)

**Portfolio:** [www.shawnring.com](http://www.shawnring.com)

**Linkedin Profile:** [www.linkedin.com/in/shawn-ring](http://www.linkedin.com/in/shawn-ring)

### Professional Experience

**Masonite International**, Tampa, FL  
**Creative Services Manager**

**2014 – 2019**

Led and supported creative team of 7 and oversaw the development and execution of creative strategy through design and copy development, production and deployment management for all visual marketing projects for a \$2B company.

- Delivered re-brand development and conversion of over 155 projects which included all branded collateral, catalog literature, display signage, video and digital images in a six-month timeline.
- Developed and executed the on-time delivery of rebrand conversion of all POP, literature, and packaging for all Lowes and Home Depot stores across North America.
- Established and managed department print and proofing process that delivered over \$1.6M of print with a zero percent reprint error rate.
- Delivered and oversaw development and execution of annual literature mailing within \$230k budget.
- Developed creative strategy, messaging and oversaw the on-time execution of print and digital campaigns for Preferred Remodeler Program, "Visual Impact" Campaign, Barn-Door Kits on Amazon.
- Established and managed workflow for creation and organization of digital images and content delivered to customers through Digital Asset Management tool (DAM).

**BIC Graphic**, Clearwater, FL  
**Senior Graphic Designer**

**2011 – 2014**

Worked with executive leaders on development of brand identity, creative strategy, visual concepts, and execution for the BIC graphic brand and its family of sub-brands. Directed, coordinated and managed \$100k budget for product and model photography.

- Developed creative strategy and provided art direction for BIC Graphic and Norwood brand catalogs.
- Provided strategy and direction to marketing and creative teams in North America, Mexico, Columbia, Brazil, Europe, Australia.
- Established and managed workflow process for shooting, building, color-correcting and organizing over 4,000 product images.
- Developed brand identity for BIC Graphic, Norwood and sub-brands – BritePix, Koozie, JAFFA, Atchison.
- Developed strategy and executed designs for launch of BritePix and Koozie brands at ASI trade show.

### "Manage Creative Projects On Time and On Budget"

Provides and executes strategic creative solutions under pressure. Has a keen eye for detail and the ability to see the big picture to ensure creative vision, messaging and brand standards are achieved. Adept at managing multiple projects with competing deadlines. Provides clear and objective leadership to ensure projects are delivered efficiently, on time and on budget.

#### Skills

- Creative Strategy
- Art Direction
- Graphic Design
- Photo/Video Direction
- Photo Editing
- Design/Layout
- Brand Identity
- Project Management
- Traffic & Workflow Management
- Print & Vendor Management
- Presentations
- Adobe Creative Suite
- Microsoft 365

#### Education

Bachelor of Science (BS)  
Graphic Arts Management  
Ball State University,  
Muncie, IN

Below are a few key points to keep in mind when creating your one-pager.

- It should be easy to read and grasp attention.
- The information in the one-pager should be brief and concise.
- Make it visually appealing and easy to remember.
- Include your phone number, email, and your social media links.

- One-pagers can be digital (sent as a PDF for link to a web page) or printed (as a leave-behind)

**Shawn Ring**  
[linkedin.com/in/shawn-ring](http://linkedin.com/in/shawn-ring)

# THANK YOU TO OUR SPONSORS!

YOUR LOVE HONORS OUR MISSION!

Click on logos to go to website

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Jean Hulsey  
Julia Silva  
Marilyn Burrows  
Scott Gray  
Shawn Ring  
Wendy Leigh



## DONATE TO CAREER REBOUND

Career Rebound is very thankful for any and all donations! It is the love and generosity of others that has helped our organization offer so many services to the Tampa Bay community free of charge since 2008. For questions or more information contact **Elaine Kennedy Ruyle** at [elaineruyle@tampabay.rr.com](mailto:elaineruyle@tampabay.rr.com)

### BY CHECK

Please make check payable to Real Estate Lives, Inc. d/b/a Career Rebound, Inc. and mail to:

**Career Rebound, Inc.**  
c/o Elaine Kennedy Ruyle  
409 Brier Cliff Drive  
Temple Terrace, FL 33617

### DONATE ONLINE - CLICK BELOW



**"Enthusiasm is one of the most powerful engines of success. When you do a thing, do it with your might. Put your whole soul into it. Stamp it with your own personality. Be active, be energetic, be enthusiastic and faithful, and you will accomplish your objective. Nothing great was ever achieved without enthusiasm."**

**Ralph Waldo Emerson 1803-1882, Essayist, Lecturer, and Poet**