

A résumé should be short—no more than one page—and contain only the most important information. Include relevant work experience on a résumé. If no work experience has been gained so far, concentrate on the activities that show skills and abilities and how they relate to the job. The following is a sample résumé format:

Name (first name first)

Home street address

City, State, ZIP code

Phone number where you can be reached

Email address

Objective:

Discuss the job for which the résumé is being reviewed. (Customize the objective as necessary for specific positions.)

Qualifications:

List the applicant's skills and capabilities.

Experience:

Demonstrate how these skills and capabilities impacted past jobs, volunteer efforts, or classroom experiences. List all jobs here, beginning with the most recent.

Education:

Include the applicant's high school, college status (i.e., junior, senior), and current courses

List references (on a separate page) or the phrase "References available on request."

Special Skills, Training, or Certifications:

References are unrelated people who know the applicant well and can provide information about that applicant. Specifically, the person's character, work ability/ethic, or academic standing. Some people to consider as references are teachers, previous supervisors, church leaders, and neighbors. It is considerate to ask these people first before using them as job references. Be sure to have their full names, addresses, and phone numbers when applying.

In most cases, emphasize a current job. The other work experience is important as well. As an applicant gains more work experience, he or she can eliminate less important items. An applicant who has recently graduated from high school, would state on the education line:

Education:

2008; Diploma, High School, Town, State

Courses:

Pre-Management and Foods

Foundations of Restaurant Management & Culinary Arts
 Level 1 Certificate of Recognition from the National Restaurant Association

A résumé changes as the applicant gains more experience, training, and education. Like a portfolio, developing a résumé is an ongoing process. No matter how much experience an applicant has, a résumé should be an easy-to-read outline of successes and achievements. Figure 12.3 is a completed sample résumé.

Faith Fitzpatrick
 110 West 84th Street
 Funtown, USA 50094
 Phone: 123-456-7890
 E-mail: ffitz@notmail.net

Objective

To work as a part-time server at Uptown Grille

Work Experience:

2009-present, Busperson, Blue Bird Café, Funtown, USA

- Clear tables quickly and set correctly
- Refill water and other beverages during dinner service
- Assist servers in serving food, as needed

Related Experience:

- Help serve food at high school café (sponsored by Foodservice Class)
- Organized junior class bake sale
- Developed new recipe for low-fat chocolate chip cookies sold at annual bake sale
- Used computer program to type recipes for class cookbook
- Volunteer kitchen worker at community Thanksgiving dinner

Related Skills and Abilities

- Strong customer service, teamwork, and interpersonal skills
- Ability to use word-processing and spreadsheet programs
- Dedicated to maintaining a clean dining area and adhering to all safety and health guidelines
- Work well with others

Education

- Senior at Funtown High School
- Currently taking food, management, and health and safety procedures classes in Foodservice school-to-career program.

References Available on Request

Figure 12.3: A sample résumé.

Essential Skills

Successful Résumé

A résumé is a selling tool. It's a chance to sell the applicant in short, powerful statements. Potential employers decide after reading the first few lines whether they will call the applicant in for an interview. How can applicants increase their chances at getting an interview? Use these basic tips to create a successful résumé:

- Include all important information such as name, address, telephone number, and email address in case the résumé gets separated from the cover letter.

Successful Résumé (continued)

- Use active language.
- Avoid using buzzwords or jargon.
- Show off accomplishments. Employers want to know what the applicant has accomplished, not what his or her responsibilities or duties were. If possible, quantify achievements with percents or dollars. Put work experience first unless just entering the job market; then showcase education first. List degrees, GPA, honors, scholarships, and accomplishments.
- Include professional references that speak about accomplishments. Grab the employer's attention!
- Leave white space and use headings and section breaks. Visual layout is important. If it looks unprofessional or cluttered, a résumé will not impress the employer.
- Keep the length of a résumé to one to two pages. The employer needs just enough information about accomplishments to make a decision about an interview.
- Edit and proofread any résumé or cover letter before sending it out.

[what's new]

Video Résumés and Blogs

The use of video résumés is an emerging trend. It's a new technique that allows a potential employer to see applicants—how they present themselves, speak, and dress. Think of video résumés as an online commercial and personal marketing tool.

Make video résumés 1 to 3 minutes in length and capture and keep the viewer's attention. This is enough time for the hiring manager to get to know applicants and to decide who will be called in for an interview. The following are some tips to creating successful video résumés:

- Make sure the audio and video quality is clean and clear.
- Dress appropriately.
- Make the background professional, not distracting.
- Speak clearly. Edit out any mistakes.
- Cover the basics: introduction, objectives, professional experience, accomplishments and skills, education, and closing summary. State why the applicant would be a good employee and what he or she can bring to the business.
- Practice several times before recording.

In today's more visual environment, job applicants need to set themselves apart from all other job seekers. So, multimedia résumés are becoming more popular. Include photographs, samples of work, videos, or even a personal Web site. Remember, résumés are tools for selling an applicant to prospective employers, so be sure to showcase skills, interest, experience, and passion for the job.

A Successful Portfolio

A **portfolio** is a collection of samples that showcase interests, talents, contributions, and studies. A portfolio displays an applicant's finest efforts and is a good self-marketing tool to show potential employers.

Make sure that portfolios are complete, neat, and well-organized. Include a cover page that gives the following:

- Full name, address, phone number
- Career objectives
- A brief description of the contents

Select samples that highlight the applicant's best talents. Each sample should be accompanied by a brief explanation of why it is important. Type information whenever possible. Include clean photocopies of letters and other important documents or certificates.

A portfolio is best displayed in a three-ring binder or folder. It's a good idea to use three-ring clear plastic sleeves to hold samples. A portfolio should be about 10 pages in length and easy to carry to interviews. A portfolio that is sloppy, too long, or too big does not make a good impression.

Start collecting materials for a portfolio while still in school. Creating a complete and accurate portfolio is an ongoing process. Think about what would impress potential employers. Ask friends and family for advice. The following is a list of items a portfolio may include:

- A list and samples of skills and abilities (such as the list of competencies learned at worksites)
- Samples of work (for example, if you decorated a cake that you're especially proud of, take a picture of it and include it as a sample; or describe how you decorated it or what inspired you)
- Examples of problems solved (at school, in the community, with friends)
- Examples demonstrating teamwork
- Examples showing leadership and responsibility
- Important experiences and what was learned from them
- Certificates of recognition and reward (the certificate received upon successful completion of this program and a high school diploma are two examples)
- Newsletters or announcements (with name or group highlighted)
- Essays, reports, and papers (those with high grades or positive teacher remarks)
- Letters of thanks

- Résumé
- Audio or videotapes that display abilities
- Test scores
- Original recipes
- Letters of recommendation from past employers or groups. (These can be from the sponsors of a charity walk-a-thon in which you participated, or a school event, for example.)

Electronic portfolios are another great way to showcase a collection of work. Electronic portfolios can be stored on hard drives, DVDs, CDs, or uploaded to a Web site. They provide a lot of information and require minimal effort to access. To enhance an electronic portfolio, add music and graphics to make it more appealing.

[trends]

1.8 Million Jobs

The restaurant and foodservice industry is expected to add 1.8 million jobs over the next decade, with employment reaching 14.8 million by 2019.

Source: National Restaurant Association

An Eye-Catching Cover Letter

When sending a résumé to a potential employer, send a cover letter along with it. A **cover letter** is a brief letter in which an applicant introduces herself to an employer. Nowadays, more résumés are being delivered electronically. A cover letter can also mean a cover message. Both a cover letter and a cover message highlight strengths and confirm an applicant's interest in the position being offered. In a cover message, an applicant can explain her qualifications with a more personal touch. Figure 12.4 is an example of a good cover message.

Keep the cover message brief, to the point, and straightforward. Use a word processor and utilize correct grammar and punctuation. Make sure the company name, address, and person's name are all correct. Use the spelling and grammar check functions in the word processing program to ensure a quality product. Always proofread messages carefully before sending them. If possible, have someone else also proofread the cover message before doing the final version. Remember, first impressions are critical. Many employers who see a sloppy cover letter will get the feeling that an applicant's work might be sloppy, too. The following are tips for writing a cover message:

- **Attention:** Grab a reader's attention in the first paragraph to make sure the person continues reading. State the reason for writing the letter.
- **Interest:** Hold the reader's interest by mentioning the source of his or her name as a contact or how the job opening or company became of interest.
- **Desire:** Tell the reader what you want to do for his or her company. List qualifications and the reasons for the application.
- **Action:** End the letter by mentioning meeting in an interview.

Ms. Linda Brown
Manager
Uptown Grille
75 East Pleasant Street
Funtown, USA 50094

January 5, 2011

Dear Ms. Brown:

I am applying for the position of part-time server with the Uptown Grille that I read about in Sunday's *Anytown Daily*. This position offers a great opportunity for me to continue my career in foodservice. I am a senior at Anytown High School, where I'm enrolled in a new program that combines food preparation classes with health and safety procedures as well as business management courses. Currently, I work as a busperson at the Blue Bird Café, so I have learned some of the basics of customer service and have received food safety training.

For your review, I am enclosing a copy of my resumé that shows my qualifications. I am hard working, dependable, and honest, with a pleasant disposition and outgoing personality. My references can testify to these characteristics.

I am sure that once you have had a chance to review my resumé and meet with me, you will agree that my enthusiasm and willingness to learn will help me become an ideal server at Uptown Grille. You can reach me Monday through Friday after 3:30 p.m. or at any time on Saturday and Sunday at 123-456-7890.

I look forward to hearing from you at your earliest convenience. Thank you for your consideration.

Sincerely,

Faith Fitzpatrick
110 West 84th Street
Funtown, USA 50094
Phone: 123-456-7890
Email: ffitz@notmail.net

Figure 12.4: A sample cover message.

Culinary School Career Counselor

Ever think about a career in helping other people find careers? If so, consider a future as a culinary school career counselor. These professionals work at culinary schools. The industry is growing, and the need for culinary school career counselors to help students identify future career paths is growing, too. Working as a chef or as a restaurant manager is great, but a huge variety of other foodservice careers are out there. Some possible areas include food writing, culinary technology, and even niche farming.

Career counselors provide a number of resources to aspiring culinary students. They review résumés, identify possible career opportunities for students to research, and assign "homework" to help students identify their own strengths, weaknesses, desires, and motivations. Counselors usually have access to a large array of potential employers. They can provide recommendations for their students long after the student has graduated. Often, the school will host career fairs, which the counselors coordinate, screening potential employers and welcoming returning companies. In general, career counselors help their student-clients develop their job-search skills and pursue successful careers in the restaurant and foodservice industry.

Culinary school career counselors typically have bachelor's degrees and usually have worked in the restaurant and foodservice industry. Often, they also hold a master's degree and have received state licenses and professional certifications, such as Certified Hospitality Educator. Career counselors must have excellent communication skills and be good listeners, with the ability to inspire trust. Multitasking is critical. Students are often working to meet strict deadlines, so counselors must be highly flexible and extremely organized. To learn more, contact the American Counseling Association or the National Board for Certified Counselors.

Summary

In this section, you learned the following:

- Restaurant and foodservice professionals must have the ability to do the following things:
 - Communicate effectively with a team
 - Maintain a positive attitude
 - Have a willingness to learn
 - Learn new technology and new ways to do things
 - Perform math functions
 - Analyze and problem solve
 - Know how to use basic tools and equipment to work in a kitchen
 - Know how and why to keep food safe
 - Know details about menu items

- An effective job plan includes deciding what characteristics you want your job to have, figuring out where you can compromise, gathering and organizing information you need for applying, creating the documents you need for applying, identifying the search methods you want to use, choosing the business you want to contact, contacting the business you have chosen, setting an interview time, calling the business if you have not heard a response after sending your résumé.
- A résumé should be short and contain only the most important information such as your objective, qualifications, experience, education, special skills, training or certification, and references.
- A cover letter should grab the reader's attention, hold the interest of the reader, tell the reader why you want to work for that company, and end by saying that you look forward to a meeting for an interview.
- A portfolio is a collection of samples that highlight your interests, talents, contributions, and studies.

Section 12.1 Review Questions

- ① Why is it important to have a mentor?
- ② What is the purpose of a résumé?
- ③ List six items that can be part of your portfolio.
- ④ What are the elements of a cover letter?
- ⑤ Ron Yudd says that you should “never forget the importance of passion. Love what you are doing. Others will see your passion and want to hire you. . .” Assume you are applying for a job. What types of media would you use to promote yourself and why? How can you show prospective employers your passion for this work?
- ⑥ Sam, who has been a kitchen manager, hopes to find a new position as a field distributor. How should he address this change in his cover letter?
- ⑦ For what reasons might a potential employer pass over certain résumés?
- ⑧ What specific skills do you think apply to all restaurant and foodservice positions, whether they are front or back of house?

Section 12.1 Activities

1. Study Skills/Group Activity: Create Your Résumé

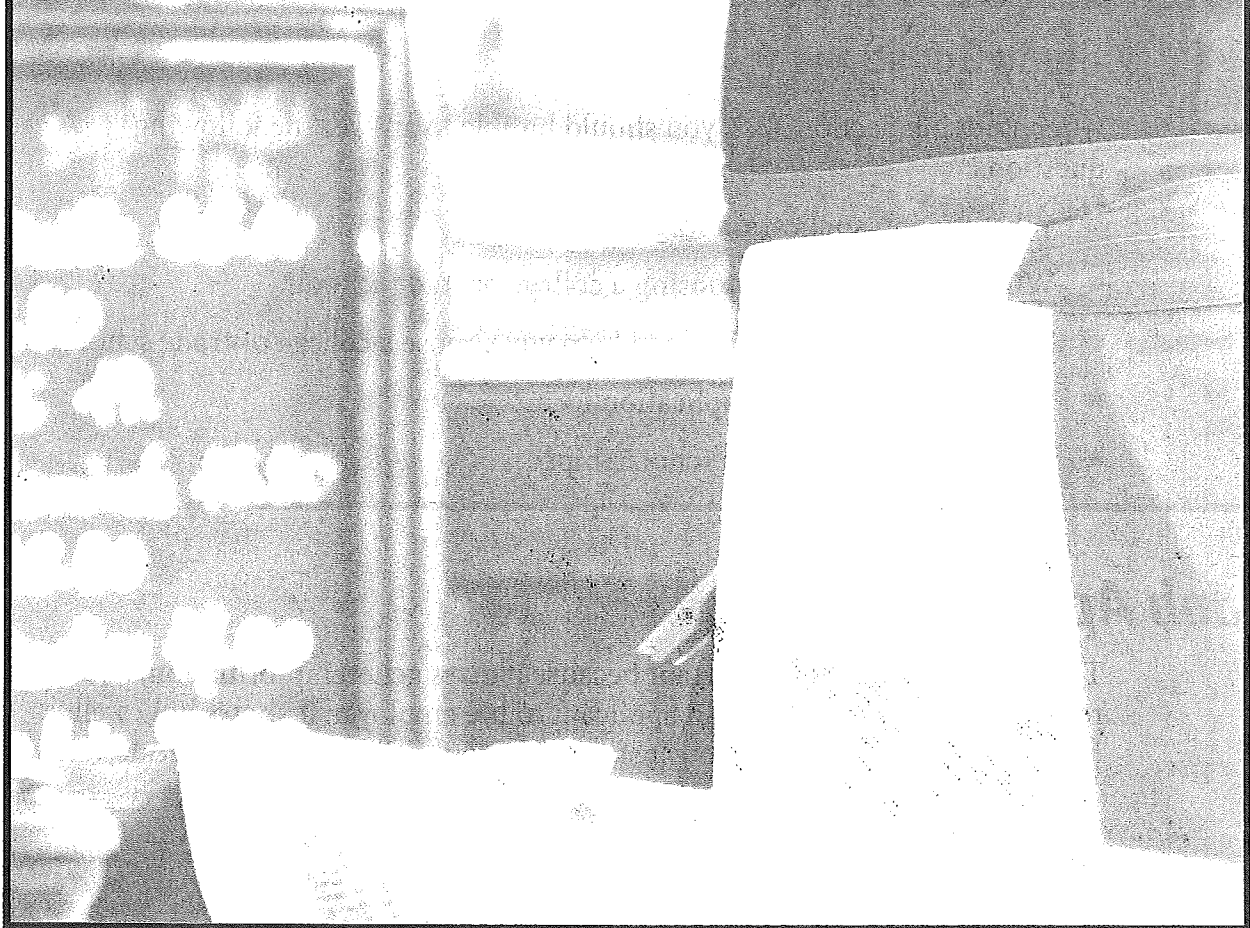
Create your own résumé. Work with two other students and critique one another's résumés based on the information given in this section.

2. Activity: Cover Letter

You are applying for an entry-level buser position at a popular local restaurant. Write a cover letter to accompany your application.

3. Critical Thinking: Creating Your Portfolio

Collect materials for your portfolio. What elements are missing? How should the information be arrayed? How do you think a prospective employer would respond to your portfolio? How could you make your portfolio more appealing?



12.1 Starting a Career in Foodservice

- Skills needed for a successful career
- The job search
- Preparing a résumé, portfolio, and cover letter

12.2 Completing Applications Effectively

- Job applications
- College applications
- Scholarships

12.3 The Job Interview

- Preparing for the job interview
- The interview
- Interview questions and answers
- Follow up after the interview

12.4 Advancing in a Career

- Health and wellness
- Stress and time management
- Resigning from a job
- Staying educated and involved

12.5 Careers in the Industry

- Entry-level jobs
- A selection of careers

SECTION 12.2 COMPLETING APPLICATIONS EFFECTIVELY

Whether applying to a college, trade school, or job, a potential employee has to complete an application form. Application forms ask basic personal information about the applicant and his or her background. Learning how to effectively complete applications will serve all applicants in both higher education and the professional world.

Study Questions

After studying Section 12.2, you should be able to answer the following questions:

- What is a job application form?
- What are the steps to choosing a college or trade school?
- What resources are available to help you choose a college or trade school?
- What is a scholarship application form?
- How can you apply for a scholarship?

Job Applications

The **job application** is important because it gives general information, and it reveals some insights about an applicant to the employer. It shows how well you—the applicant—can follow instructions, your ability to communicate, and