

## CAREERS + MONEY

*continued from p. 53*


and résumé can make a difference.

"Instead of telling the 'whole truth,' tell the part of the truth that HR is looking for and wants to know," says Joey V. Price, a human resources specialist and founder of Push Consultant Group, LLC, a career search services firm in Washington, D.C.


Human resources professionals steer clear of suggesting anyone lie or dumb down a cover letter and résumé. That's one of the quickest routes to the bottom of the pile, experts say. Instead, here are their insider suggestions:

- **Qualify your experience.** Instead of quantifying it in years, consider describing experience as "extensive." Hiring managers "want to know what did you accomplish while you were there. Identify your strong points. That's what you want to sell," says Charles Blockett, Jr., a recruiter and president of Charles Blockett, Jr. & Associates, Inc., in Lansing, Mich.

- **Limit your résumé** to two or three pages, and report your work experience for the last 10 years. Worried about employers thinking you're too old? Remove high school and college graduation dates so they can't do the math, Price says.

 • **Tailor résumé and cover letters to specific jobs.** "Look for keywords in the job announcement. Make sure the cover letter and résumé are industry specific," says Shilonda Downing, owner of the Chicago-based Virtual Work Team, which assists businesses worldwide with administrative tasks.

- **Dispel any concerns a hiring manager may have.** If age is an issue, Blockett suggests saying: "I have worked with some younger individuals who have been my superiors." If salary is an issue, he says, write something like this: "I've looked at the salary range, and I feel comfortable with [it]."

 • **Be encouraged and remember, it's not personal.** "The bottom line is, you really want people and the company to be a good fit," Downing says.

## Cool Job Brewmaster



# Beer... BY ADRIENNE SAMUELS GIBBS



It's older than Jesus, and was once—like most alcoholic beverages—manufactured and distributed by monasteries. In the United States today, beer is manufactured by hundreds of local breweries, few of them owned by monks, and several owned by a person of color.

Meet Celeste Beatty, owner of the Harlem Brewing Company and a certified "brewster," the term for a female brewer. She started brewing 12 years ago after having traveled the world to study the craft. Now her signature drink is Sugar Hill Golden Ale, inspired by Duke Ellington and made in Saratoga Springs, N. Y. It's available throughout New York (including Sylvia's Restaurant and chef Marcus Samuelsson's Red Rooster) and is now being distributed in several states.

### What's the difference between your beer and, say, an import?

My beer is more hand-crafted. We pay particular attention to the character and quality of the ingredients that are locally sourced. It's a way to support local entrepreneurs and it tastes better.

### How's business? Are things pretty dry in this economy?

We're making a little bit more profit than we were, but in this economy, it's sort of an uphill battle. We just launched a beer in Virginia and we're now in Georgia. We've seen a major increase of interest.

### THE PROCESS



#### How do you make beer?

The soul of the beer is the barley, the same barley you might find in your breakfast cereal. The grain is sweet; it has sugar in it. You boil the barley and get a liquid called wort. Then you put in the hops (a

beautiful flower that grows 30 feet high). Inside of the hops is a special resin that adds a bit of bitterness to the beer and creates the aroma. That gets boiled down. Then the last thing you add is the yeast that helps convert the sugar to

alcohol. That happens over a couple of weeks in the dark, in storage.

#### How do you get started?

You can purchase a kit, join a local home brewers' club or research brew training classes in your area.