

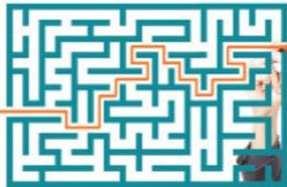
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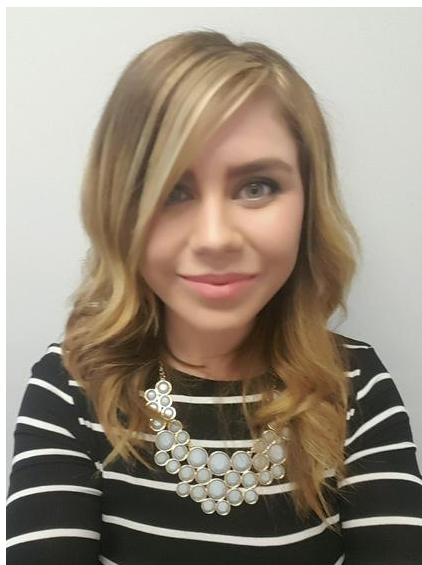
# BEN HUDNALL MEMORIAL TRUST

## IN THIS EDITION:

- 'It Worked for Me': Julie Cardwell
- How to Create a Compelling Resume
- Introducing Jonie Tsuji, BHMT's Newest Career Counselor
- Congratulations to the Coastline Community College Graduating Class of 2017!
- **NEW!** George Washington University Has Been Added to the RN-to-BSN Program
- You Could Get 100% of Your College Tuition Funded with CTU
- Get Ready for Fall with CSUSM Online Health Science Courses



## Career Coaching



### 'It Worked for Me': Julie Cardwell

SCAL Service Representative Shows Why It's So Important To Finish What You've Started

**Current Position:** Senior Service Representative, Kearny Mesa Rehab Center, San Diego

**Her Goal:** To complete her Bachelor's in Business Leadership

**How BHMT Helped:** BHMT helped through the use of CTU and Coastline Community College

Working as a Service Representative, Julie Cardwell had the desire to go back to school and work towards her college degree. Realizing that the healthcare industry is constantly evolving, she began to think about her future at KP and where she wanted to be in her career. In 2014, Julie signed up to complete her prerequisite coursework completely online through [Colorado Technical University \(CTU\)](#) and was also able to attend [Coastline Community College \(CCC\)](#) concurrently without...

[Visit our website to learn more](#) about Julie's story!

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# 3 Tips for Career Development

## How to Create a Compelling Resume

It's been quite some time since the *one-version-fits-all* resume worked for job seekers. Given the specialization of positions in today's work world, resumes are now expected to be targeted to each specific position.

Applicants who present themselves as a "good fit" via their resumes are more likely to get serious consideration. Prospects who seemingly don't meet the job criteria will be readily discarded, so how do you know what the hiring manager is *really* looking? Or how to convey that you can do the job, be a great team member, and handle the demands of the position?



Here are 3 tips on **how to create a compelling resume**:

1. Do a Job Posting Analysis—using **four** different highlighting or font colors, identify each of the following key job qualifiers:

- The **Skills** needed,
- The **Experiences** that are relevant,
- The **Knowledge** (and/or degrees) that are required,
- And any **Personal Qualities** that may be indicated.

Don't worry if you're not exactly sure which category certain key parts of the job description fall into. Make your best guess and color-code content according to the category that seems right.

2. Organize the highlighted information into a 4-column table—the column headings should mimic the 4 categories of information you've color-coded:

- **Skills**
- **Experiences**
- **Knowledge**
- **Personal Qualities**

Beneath each heading, transfer (copy and paste) the color-coded text into its corresponding column.

3. Customize (target) your resume for that specific job—using the information acquired from doing the analysis and creating the 4-column table, note the skills, experiences, knowledge, and personal qualities that you already possess. Be sure to incorporate those attributes into your resume. You may also need to delete information that's on your resume that's not relevant to the role you're applying for. By doing this, you'll have a targeted resume that best represents you.

**Please note:** *Keep the table handy as a future reference when preparing for an interview for that job.*

The real purpose of a great resume is to get an interview, not to get a job. By presenting yourself as a strong candidate, you are more likely to compel recruiters and hiring managers to want to meet you. Once you're in the interview, you'll be able to sell yourself as the best person for the job! *Presented by Paulette Fried, GA BHMT Career*

For added resume assistance and/or help with interviewing, please contact your [BHMT Career Counselor](#).

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## Introducing Jonie Tsuji, BHMT's Newest Career Counselor

[BHMT's SCAL Career Counselor](#) Jonie Tsuji brings 20-years of experience as a career counselor. She received her Bachelor's Degree in Psychology from the University of California, Los Angeles (UCLA) and her Master's in College Counseling Student Services with a graduate certificate in Career Counseling from California State University, Northridge (CSUN). Her background has been working with undergraduate and graduate students from such prestigious universities as UCLA, Caltech, and Harvey Mudd. In addition, she has been an independent career consultant working with graduate students and postdoctoral scholars at both City of Hope and Cedars Sinai.



From career exploration, through job search, to salary negotiation, Jonie's passion is helping individuals discover their true potential and reach their career development goals.

In addition to her extensive career counseling expertise, as a cancer survivor, she has worked closely with newly diagnosed breast cancer survivors for the American Cancer Society's (ACS) *Reach to Recovery* program; she is also a top fundraiser and leader for ACS's *Relay for Life*.



Degrees &  
Certifications



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## Congratulations to the Coastline Community College Graduating Class of 2017!

The [Ben Hudnall Memorial Trust](#) and [Coastline Community College \(CCC\)](#) are very proud to announce that the graduating class of 2017 celebrated their commencement on June 2<sup>nd</sup>. This accomplishment represents the dedication, commitment, and hard work by the students as well as the support they have received.



*Congratulations to:*

- Tiffany Berry – *Associate in Healthcare Management, Certificate of Achievement in Health Care Management*
- Crystal Clark – *Associate in Business Administration, Associate in Social and Behavioral Sciences*
- Lateka Harris – *Associate in Communications*
- Brenda Prima - *Associate in Health Care Management, Certificate of Achievement in Health Care Management*
- Leeraidyl Tejano – *Associate in Health Care Management, Certificate of Achievement in Health Care Management*

*Wishing you all the best of luck in your future...*

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## NEW! George Washington University Has Been Added to the RN-to-BSN Program



[George Washington University](#) has been added as a provider to the RN-to-BSN Program. Through this partnership, BHMT-eligible participants can receive tuition discounts as well as the option to use stipend time for class or study time. As a preferred provider, George Washington University students also have the option to have their tuition paid directly by BHMT.

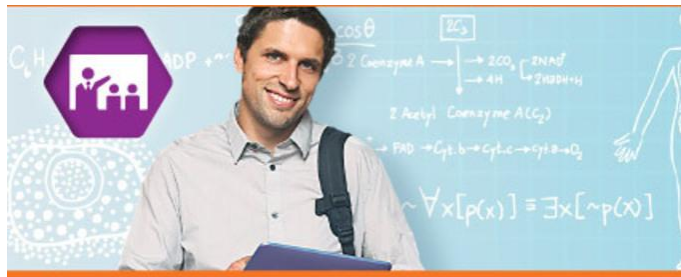
For more information about the RN-to-BSN Program or George Washington University, please visit us at: [bhmt.org/rn-to-bsn](http://bhmt.org/rn-to-bsn).



## You Could Get 100% of Your College Tuition Funded with CTU

Did you know that as an eligible BHMT participant, you can have 100% of your college tuition funded at [Colorado Technical University \(CTU\)](#)? Through the BHMT Commitment Grant and [Kaiser Permanente's Tuition Reimbursement Program](#), you can now pursue your degree without the burden of student loan debt.

The next session begins on August 15<sup>th</sup>! If you're ready to take the next step, reach out to your [BHMT Career Counselor](#) to get started. After you've consulted with both your BHMT Career Counselor and assigned [Academic Success Coach](#), call CTU directly at 1-855-283-1590 to complete your enrollment.



## Ben U Academic



## Get Ready for Fall with CSUSM Online Health Science Courses

Does your education plan for 2017 require a prerequisite health science course for a Nursing or Allied Health program? If so, [take an online lab course in the convenience of your own home with California State University, San Marcos \(CSUSM\)](#) including Anatomy & Physiology, Microbiology, Biology, Chemistry, Organic Chemistry, and Critical Thinking.



**Fall 2017 Session: August 28 – December 9, 2017**

**Want to register early?** Please contact: Elizabeth Rosales: [erosales@csusm.edu](mailto:erosales@csusm.edu), CSUSM Admin. Svcs.



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**Need Career Direction? Contact Your BHMT Career Counselor**

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Are you aware of your free and confidential career counseling benefit? Your regional career counselors are available to help you with career goal setting, education planning, and job search assistance. No matter where you are at KP, it's useful to explore your professional development.

Contact Your SCAL region Career Counselors:

**Panorama City, Lancaster, and Kern County**

CECILIA LOPEZ: [Cecilia.M.Lopez@kp.org](mailto:Cecilia.M.Lopez@kp.org), (626) 315-0494

**LAMC, West LA, Woodland Hills**

MICHELE DEROSA: [Michele.X.Derosa@kp.org](mailto:Michele.X.Derosa@kp.org), (818) 476-6193

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Established in January 2007, the Ben Hudnall Memorial Education and Training Trust provides career counseling services and resources to education and training programs across Kaiser Permanente Regions.

**Office of the Ben Hudnall Memorial Trust**

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