

FOR IMMEDIATE RELEASE:**September 16, 2008**

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MINNESOTA AMERICAN MARKETING ASSOCIATION NETWORKING MIXER EVENT**"MARKETING YOURSELF – HOW TO CREATE AN EFFECTIVE PORTFOLIO"****Mark your calendars: AMA Minnesota Mixer Event****Tuesday, September 30, 2008, Nye's Polonaise in Minneapolis, 6:00 PM – 9:00 PM**

St. Paul, MN – September 16, 2008: As a marketing professional you know how to market products and services but do you know how to market yourself? Have you always wondered how to best market yourself? Well...wonder no more! Attend the MN AMA Marketing Mixer on September 30 and listen to Rick Nelles, creator of the Career Portfolio System(tm) and author of *Proof of Performance: How to Build a Career Portfolio to Land a Great New Job*, discuss how to best market yourself by creating a Career Portfolio.

As an independent recruiter for Fortune 500 companies, small start-ups, and practically every type of organization in between, Rick Nelles has interviewed thousands of job candidates over his 25-year recruiting and coaching career. In the process, he's learned that job seekers who can prove their resume and interview claims (instead of merely talking about them) by using a career portfolio have a significant edge over their competitors.

"Never forget—it's your right to ask for documentation when you have performed well for someone," Rick says. "And the key is to ask at the time of the celebration of the performance. Don't wait—ask now! Then take that proof and make sure it gets in your portfolio so that the next time that emergency interview comes up, you'll be ready to knock'em dead."

"A resume proves nothing. It only makes claims," stresses Nelles. "Your career portfolio is the presentation tool that will help you validate your job performances and resume claims."

Nationally syndicated careers columnist and resume expert Kevin Donlin, writing for the *Star Tribune* of Minneapolis in August 2001, talks about the career portfolio concept in discussing the importance of using "testimonials" to land the job you're seeking: "You can—and should—bring testimonials to your next job interview in the form of letters of recommendation, good performance reviews, awards, newspaper clippings, etc. These 'testimonials' work because they're a third-party endorsement of you and your skills. It's one thing for you to say, 'I'm a real team player.' It's quite another to prove it by showing a letter from a former boss, saying: 'Sally is a real team player.'"

By attending this presentation you will learn:

- How to sell your unique skills/talents to a prospective employer
- How to compile your work into an effective system so that you can market yourself
- What materials you should compile to prove your worth in an interview
- The best time to gather your accomplishments/work for an effective portfolio system

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Event Date & Time:

Tuesday, September 30, 2008

6:00 PM – 9:00 PM

Location:

Nye's Polonaise Room with Piano Bar

112 East Hennepin Avenue

Minneapolis, MN 55414

612-379-2021

Cost:

MN AMA Members: Free

Non-members: \$20

For additional information call AMA Minnesota office at 651-917-6241 or email office@mnama.org.

About AMA MN:

The Minnesota American Marketing Association is comprised of Minnesota marketing professionals and students who are interested in developing their marketing skill set in a variety of industries. Its large and active pool of volunteers has helped the chapter build national recognition. In 2008 the Chapter of Excellence Award for Leadership was presented to the Minnesota Chapter by the International Headquarters of the American Marketing Association. Its over 750 members make it one of the largest chapters in the country. Membership is at an all-time high and the Minnesota chapter is now ranked in the top ten nation-wide.

Visit the website for more information at <http://www.mnama.org>

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