

# FOCUS

Technique • Friday, February 8, 2002

## Blue Devils are coming!

Saturday afternoon will see your Yellow Jackets take on Duke in one of the most anticipated games of the season. **Page 26**

## And the awards go to...

The iMovie phenomenon concludes with an awards presentation held on Tuesday night. Read about the winners on **Page 19**



### Real World Etiquette

*In the height of Career Fair season, the promise of upcoming job interviews looms ahead. Brush up on your business etiquette and impress with your polite, professional demeanor.*

## Seal the interview deal with proper etiquette

By Madhu Adiga  
Contributing Writer

This semester, many students are going through the nerve-wracking process of job hunting, whether it is for a summer job, co-op, or an internship.

So, you were lucky enough to land an interview for an awesome co-op job for the summer. Great! But we're college students, and we are used to throwing on random clothes because we woke up five minutes before class, morningshower optional. Do you know how to conduct yourself properly in a business setting?

Interviews and receptions are all about gathering first impressions, and while some of this advice may seem like common sense, there are points to consider that you may not have thought about.

Even the way you introduce yourself in a business setting can have an impact on how elders, or potential employers perceive you. According to Paul Hurst, director of Special

Programs at Georgia Tech, introduction etiquette can vary depending on the situation.

"The way you introduce yourself to a person often depends on how much that person already knows about you," said Hurst.

For example, if you are part of a

student group that is hosting a reception, and you are introducing yourself to a professor or other official, it would probably be extraneous to tell them you are a Georgia Tech student. If it is a more generalized setting, though, and you are talking to a potential employer, you

would want to tell them more about yourself. One of the most important parts of making a good first impression, though, is your appearance. (For more on dressing for business functions, turn to page 17.)

Even if you have prepared for possible interview questions and how you would answer them, there is a certain protocol that could affect how you present yourself to potential employers.

"Overall, you should try to match your interviewer's personality and show them respect, while still trying to show them that you are at ease," said Hurst.

Humor could actually help you in the interview if you know how to use it. While off-color and self-deprecating jokes are definitely not a good idea, making a relevant, clean joke can show the interviewer that you are comfortable in the setting and in control of how you present yourself.

During the interview, there are other tips to keep in mind as well. You want to make sure that you



PHOTO ILLUSTRATION BY SCOTT MEULENERS

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directly answer the interviewer's question, and try to get a general feel for what the employer is looking for. You can add anecdotes and elaborate when you feel it will help your impression, but your safest bet is to be succinct and to the point.

Showing the company that you are truly interested in working for them is also an imperative part of the interview. Hurst remembers one example of a woman he had interviewed for a job.

"At the end of the interview, we asked her if she had any questions about the job. She asked us questions like when holidays were, and the policies on asking for time off...all of her questions seemed to be related to getting away from the workplace, which implied to us that she was not all that eager about working for us in the first place. She was

See *Etiquette*, page 17

## Avoid Spring Break scams with careful travel plans

By Lydia Hallay  
Arizona Daily Wildcat

(U-WIRE) U. Arizona—With spring break just a month away, many students are making plans to visit popular destinations around the world. However, local travel agents say students should proceed with caution to avoid being victimized by spring break travel scams.

Julie Betz, manager of STA Travel in University of Arizona's Student Union Memorial Center said some companies offer students inexpensive spring break packages and then fail to provide the services they promise.

"I've heard horror stories," Betz said. She said students often hand over their credit card numbers only to find out that the hotel reservations were never made or that the company they are dealing with has gone out of business.

Sarah Canning, a media arts sophomore, said she has seen advertisements for spring break package deals that look "too good to be true."

"I don't think they're telling you the whole story," Canning said.

She said she suspects many of the packages do not include things like airfare, hotel accommodations and food.

"[The deals] sound good, but what's the catch?" said Canning.

Joanna Duncan, a representative from the STA Travel, 910 E. University Blvd., said students often make travel plans through agencies that only do business in spring break travel.

**"I don't think [travel agents] are telling you the whole story. [The deals] sound good, but what's the catch?"**

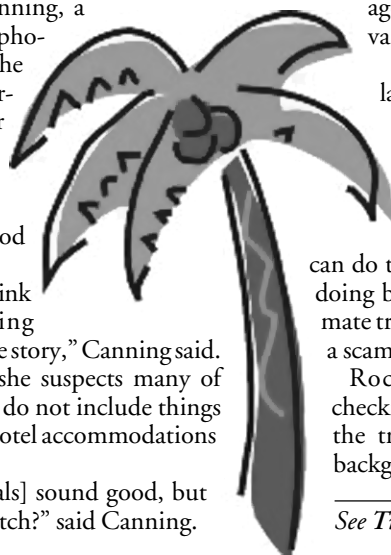
**Sarah Canning**  
U. Arizona student

"A lot of times, they're not reputable," Duncan said. According to Duncan, students are better off relying upon reputable travel agencies that provide a variety of services.

In a press release last week, Alexis Rochefort, representative for the Institute of Certified Travel Agents, listed several things students can do to make sure they are doing business with a legitimate travel operator and not a scam artist.

Rochefort suggested checking the credentials of the travel agent, doing a background check on the

See *Travel*, page 17



## Health updates from colleges around the nation: Could tanning and drinking actually be good for you?

### Tanning may alleviate seasonal blues

By Tanielle Thurner  
Badger Herald

(U-WIRE) U. Wisconsin—As Wisconsin moves into the coldest days of winter and spring break is in the not-so-distant future, many University of Wisconsin-Madison students flock to local tanning salons.

Tanning, long touted in the popular press as "dangerous," may have benefits as well, thus igniting a debate over whether the benefits outweigh the drawbacks.

Many students say they tan primarily for appearance. "I like to

tan because it makes me look healthier," said senior Brittany Steuer. "I get a little exposure to the sun; I get a little vitamin D."

Jenny Mead, who owns the Tropic Tan Spa, said many students who tan do so for similar reasons. "It's therapeutic," Mead said. "People like to tan because when they think they look better, they feel better."

Other students tan in preparation for an upcoming vacation, or to maintain an existing tan afterwards.

"Lots of people want to build a base tan before they go on vaca-

tion," Mead said. "They don't want to spoil their trip by getting sunburned the first day."

While many students tan for vanity reasons, others claim they tan for medical benefits.

The Mayo Clinic cites evidence suggesting Seasonal Affective Disorder is a problem affecting one in 20 Americans, primarily those living in the northern United States. SAD occurs when a person is not exposed to enough sunlight; its symptoms include headaches, sleeping problems, cry-

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## Moderate drinking may benefit health

By Dan Farnham  
Daily Illini

(U-WIRE) U. Illinois—A recent study suggested moderate drinking might be beneficial to your health, but local experts aren't convinced.

The six-year study, done in the Netherlands, said moderate drinking — one to three servings of alcohol a day — can reduce the risk of forms of dementia, including Alzheimer's disease.

Past studies have contended that moderate drinking can reduce the risk of heart disease and strokes, but local doctors and professors are not convinced of the validity of these studies yet.

"When you get one report on anything, it doesn't mean anything," said Dr. Robert Cranston, a neurologist at Carle Clinic in

**The six-year study said moderate drinking can reduce the risk of forms of dementia such as Alzheimer's disease.**

Urbana.

"I wouldn't believe it just yet. I'd wait for them to duplicate the study," said Cranston.

Alzheimer's disease is a degenerative brain disease that usually begins slowly, causing a person to forget recent events or familiar tasks.

Karin Rosenblatt, associate professor in the University Department of Community Health, thinks it looks like "a good study" but has concerns.

"A follow up of six years is not a long time," Rosenblatt said. "It's really not going to tell you that much."

A study of 5,395 elderly people and their drinking habits showed that those who drank alcohol moderately had a 42 per-

See *Drinking*, page 14

# Introduction etiquette: making a good first impression

By Jennifer Lee  
Contributing Writer

More than an introduction goes into forming a first impression, but the common act of introducing one business associate to another, and one’s manner of doing so, can figure in heavily to demonstrating a professional demeanor.

So, where do you go to find the “rules” of introductions? One of the most famous and definitive texts on etiquette is Emily Post’s *Etiquette*. However, it was written in 1922, which means rules such as: “In introducing a gentleman to a lady, you may ask Mr. Smith if he has met Mrs. Jones, but you must not

ask Mrs. Jones if she has met Mr. Smith!” can come across as way too formal and a little sexist.

On the other hand, some of the standards haven’t changed that much, especially when it comes to awkward situations such as forgetting names (Emily Post says not to admit bluntly that you don’t recognize someone; instead, she says the best thing to do is to, at the first chance possible, ask someone else who that person is), or taking leave of a group of acquaintances (she advises that you motion good-bye to anyone who happens to be looking at you, but not to attract the attention of those who are unaware that you are turning away).

Of course, society has changed a lot since the twenties, and the norms of etiquette have become a little more relaxed since Emily Post’s time. Still, guidelines exist to govern introductions. Remembering the etiquette for such situations can help the introducer and those being introduced avoid awkward silences, confusion, and appearing unprofessional.

When you think about it, though, most of the following guidelines are common sense—which means that if you can’t remember the “proper” response to a certain situation, the best thing to do is just be courteous, and use good taste.

Emily Post would be proud.

## The Up-to-Date Introduction Guide

- When introducing yourself:**
- Remember to smile.
  - Always stand if seated.
  - Greet the other person, and state your name and position.
  - Always shake hands—it’s rude if you don’t!
  - If you’re unsure about pronunciation of a name, or if you didn’t hear clearly, ask the person. It’s better to get someone’s name straight in the beginning than mess it up in later introductions.

- When introducing others:**
- Business introductions are based on professional rank, and the person of the highest rank is introduced to others in descending order of their positions.
  - In the case of introductions of persons of equal rank, the person with whom you are least familiar is presented to those with whom you are most familiar.
  - An introduction should be conducted by saying the name and title of the person being introduced first, followed by the name and title of the other person.
  - Mention both first and last names distinctly, including titles.

- And other miscellaneous advice:**
- If you’re in a group and making lots of introductions, it’s a good idea to include a bit of information about each person; that way you won’t leave people in the uncomfortable situation of not knowing what to say to another person.
  - As a general rule, don’t use first names when addressing people unless specifically requested to, especially with your superiors.
  - When introducing a woman, always use Ms., as opposed to Mrs. or Miss.

## Drinking from page 13

cent lower risk of developing dementia than those who did not drink at all. Each type of alcohol gave the same results, according to the study. Alcohol releases acetylcholine, a brain protein that aides transmission between brain cells which control functions such as memory, attention and addiction. Ethanol, a component of alcohol, thins the blood and lowers cholesterol, which helps prevent the blood vessel problems that cause dementia. Clare Hasler, assistant professor of nutrition in the Department of Food Science and Human Nutrition, believed there could be some truth in the study’s conclusion.

“I think the findings are intriguing

and are conceivable, given that alcohol could have a positive effect on circulation,” Hasler said in an e-mail. But she doesn’t believe the study is perfect.

“Such studies are inherently flawed because they are ‘retrospective’ in nature, that is, they rely on people to be honest (or remember correctly) their intake of something in the past,” Hasler said. Scientists do not deny excessive drinking can be unhealthy. Consequences could include intoxication of the brain that causes dementia and liver damage.

“An increase in alcohol consumption in any amount increases risk of various types of cancer. Having said that, we must emphasize moderation,” Hasler said.

“I think the findings are intriguing and are conceivable...alcohol could have a positive effect on circulation.”

**Clare Hasler**  
Assistant Professor of Nutrition

# Send handwritten thanks: writing a thank-you note

By Jennifer M. Hinkel  
Focus Editor

Writing a thank-you note may be a lost art to some college students, but sending such a letter can serve many purposes in the business world. Not only does a thank-you note convey a sense of appreciation and gratitude, but it is yet another way to remind a potential employer, valuable business contact or helpful colleague of your presence.

A well-written note can help your application for a job stand out in the crowd. Thanking a colleague or contact immediately following an initial interaction can lead to better business relationships in the future.

Thank-you notes do not need to be long. Often, a handful of sentences will suffice. Always send them written in your own hand, rather than typing and printing, to show that you put both thought and effort into expressing your gratitude.

Moreover, when writing notes on stationery, choose four by six note cards or folding notes, not lined paper or sheets taken from your computer printer. Many stationery outfitters offer simple, elegant note cards and folding notes perfect for thank-yous. Shops such as Crane, Papyrus and even CVS offer a range of appropriate thank-you note paper in a range of prices.

When choosing paper, avoid loud

or splashy patterns, and choose a quality, slightly heavy stock in a conservative color instead. If applying for a job with a trendier company, such as a dot-com or advertising firm, you can take more liberty with stationary colors.

If you plan to write notes often, you might consider investing in personalized stationery. Often, this includes either note cards or folding notes personalized with your name and, in some cases, title or position. You may also purchase larger letterhead sheets for long letters. Envelopes should include your permanent address centered on the back flap.

When addressing a note, double check the name spelling, title and

address of the recipient. Misspelling the name of a colleague or her company demonstrates disinterest or laziness; one way to ensure accuracy is to copy information directly from a business card, or call a person's office to verify the address. In this age of anthrax paranoia, always include a return address. Although return addresses are commonly seen in the front, upper left hand corner of an envelope, the proper manner of addressing an envelope for purposes such as notes calls for the return address to be centered on the back flap. (A return address on the front applies only to business-size envelopes, which are not commonly used for notes.)

Lastly, send your note within 24 hours of a job interview. When traveling, you can wait an extra day or two, but mail the thank-you as soon as possible. Send the note promptly to ensure its arrival prior to any decision-making on behalf of the company.

Write thank-you notes early and often, whether you are starting out in your job search or nourishing new contacts and finding new clients. Thanking everyone along the way in a prompt and proper fashion is a simple way to demonstrate business etiquette, show your gratitude in a tangible manner and make yourself stand out from the rest of the competitive masses.

## George P. Burdell's Sample Thank-You Note

Personalized letterhead can add a great touch to a note and puts your name in the spotlight.

Always use a title, such as Dr., Mr. or Ms., rather than a first name in your salutation.

Keep the note short, sweet and to the point. Don't ramble endlessly, but be sure to include some specific details about your interests and the interview. Check your spelling, and then double check! Have someone else proofread the note or consult a dictionary if you have a question.

Express your interest and excitement in the job opportunity, and thank the interviewer for the opportunity to advance in your career.

Reiterate that you want to hear from them soon regarding the position.

George P. Burdell

February 8, 2002

Dear Mr. Smith,

Thank you for taking the time to meet with me yesterday regarding the possibility of employment with your firm. The information you shared about the Technology Master Plan was of great interest to me and tied in directly with my database experience. I greatly appreciated your interest and hospitality, and I remain excited at the possibility of advancing my career with Advantage Technology. I look forward to hearing from you soon.

Sincerely yours,  
George P. Burdell

Date your note and send it within 24 hours of the interview.

Use a good quality pen with dark blue or black ink so the note looks polished and professional.

Remind the interviewer of your experience and jog his or her memory of something specific said during the course of the interview so he or she remembers you clearly.

Thank the interviewer and his staff for their hospitality and consideration during the interview process.

The closing should be professional as well, using words such as Sincerely or Sincerely yours. Capitalize only the first word of a closing. Sign the name used throughout the interview and previous correspondence.

Technique  
Oooh baby.

# Tech Up Close

email: [focus@technique.gatech.edu](mailto:focus@technique.gatech.edu)

Winner will be selected randomly from correct entries and receives a *Technique* T-shirt and free Papa John's pizza.

Last week's Tech Up Close:  
A Bench

Last week's winner:  
Jon Seelig



By Eric Aufderhaar/ STUDENT PUBLICATIONS

# Etiquette

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not given the job,” said Hurst. You should also be prepared to conduct yourself in a dinner or meal setting. Table manners are key, and there is much literature concerning this subject. The Career Services website has a list of business meal etiquette tips, and several PSYC 1000 classes have been graced with Hurst’s “Mr. Manners” course.

In this mini-course, he offers many often forgotten tips of table etiquette, including the proper way to hold a fork when you are cutting. “It amazes me how many refined students forget this simple mannerism,” Hurst remarked. Many Web sites and Internet resources also offer valuable information on table manners, including the Emily Post Institute at [www.emilypost.com](http://www.emilypost.com) and [www.etiquettegrl.com](http://www.etiquettegrl.com), a witty but valuable source of etiquette rules in all types of settings.

The other most forgotten practice, according to Hurst, is the practice of writing thank-you notes after an interview. Apart from the etiquette dictates on thank-you notes and giving graceful appreciation, thank-you notes can serve the very practical purpose of demonstrating your social skills to a potential employer. It is highly important that when someone does you a favor, whether it is a potential employer setting up a dinner for you or a professor writing you a recommendation that you send them a token of your appreciation.

“Sadly enough, it is a practice that I see dwindling among this generation. If you are so pressed for time that you cannot send a thank-you note, even a simple e-mail can go a long way,” said Hurst.

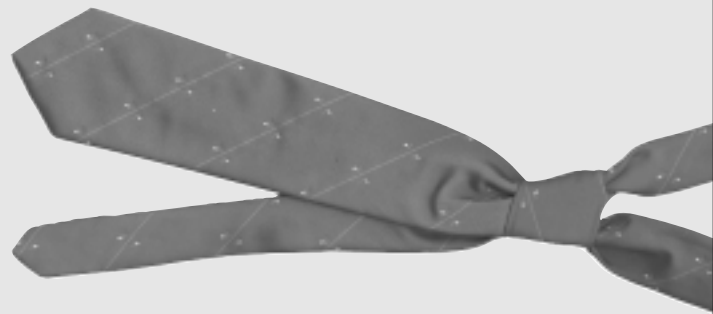
*See the box at the right for more information on tailoring your professional appearance. For more on thank-you notes and how to write them properly, refer to the story on page 15.*

## Basic tips for presenting a professional appearance in an interview

Compiled by Madhu Adiga with help from Career Services

### For Women:

- Choose a hairstyle that is stylish but not too “girly.”
- Makeup should be more appropriate for the daytime. Avoid the dramatic look that is more appropriate for the night life!
- If you wear jewelry, choose understated jewelry that complements your outfit.
- Select clothing that will give you a professional and credible appearance. Avoid styles that are too trendy. Many “experts” advise those interviewing to wear a dark suit, but color is not the sole issue.
- Wear natural colored hose and always have a spare pair or two with you in case of runs.
- Select closed toe and heel pumps. Heels should normally be one to two inches high.



### For Men:

- Use good judgement and be sure that your hair is well groomed and projects the image you desire. If you wear facial hair, it should be neatly trimmed.
- The best suit for a man is a wool-blend that is well fitted. The color depends largely on complexion and personal style, however dark is best.
- The shirt should be white or light blue. Solids are safe. Any stripes should be thin and understated.
- The necktie is *the* fashion statement for men. The look changes with fashion trends in regard to color and size. Seek to be in synch, but when in doubt, choose a conservative tie.
- Socks should always be a dark color to match the suit and be mid-calf to knee high. Hairy legs should not be seen when you sit down.
- Since the wrong color or style of shoes can detract from the most expensive, tailor made suit, choose shoes with care. Select a dark leather dress shoe that blends with the suit. Brown shoes with a blue suit are not acceptable. Polished shoes are mandatory.

In addition, clothing should be of the best quality that you can find, and neatly pressed and cleaned. Career Services also emphasizes the importance of personal hygiene and not taking extraneous items into the interview room.

# Southern U. graduates strive to ‘dress the part’ for business

By Fallon Hamilton  
Southern Digest

(U-WIRE) Southern U. Baton Rouge—With the semester moving along quickly and graduation nearing, more and more university students are preparing for their leap into the business world. Looking the part can be as important as interview skills. First impressions are lasting impressions.

Dressing appropriately is always essential when trying to get a job, and unless you are applying for a job at Magic City, proper business attire is required in the workplace. What is proper business attire?

In a world with dress codes from formal business to casual wear, it can be confusing to decide what constitutes business attire.

According to career services at Southern University, there are certain clothing standards that women and men should follow when interviewing for a job or meeting with business representatives. Interview dress should generally be conservative, formal business attire, but a

student can always research a company’s dress code before an interview. If the employees wear trendy or casual clothing, overdressing may not be necessary.

“Business wear can be fashionable depending on how you wear it. But if it’s not appropriate for the company... don’t wear it,” said Ale-dra Blount, a freshman and a marketing major from Des Moines, Iowa.

After researching the company, if one is still clueless about what to wear, some common rules for business wear exist that mostly all companies follow. If unsure of how to dress, refer to the following guidelines for conservative office attire.

For women, proper business attire includes a suit or a blouse and blazer paired with a matching skirt or pants. Skirt should be worn no shorter than one inch above the knee. Suits should be a solid color, and when working in a conservative office, preferably black, off white, or navy. Wearing bright colors is appropriate only in some offices; neu-

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## Travel

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company offering their services, purchasing travel insurance and paying with a credit card.

The Institute of Certified Travel Agents also recommends that students get the details of their trip in writing, including “the name of the air carrier and hotel, amenities, restrictions and cancellation policies involving the package.”

According to Betz, students should check with the Better Business Bureau to see if any complaints have been filed against the travel agency they are using. Most importantly, students should be sure they have an agency’s complete contact information.

“Get several numbers,” said Betz. “Get names. I’ve heard stories of students trying to contact an agency when they have a problem and finding that the line has been disconnected.”

Betz has also heard stories of companies that open a few weeks before spring break and then file for bankruptcy when unsatisfied customers surface with complaints.

“Then, they just open up the next year with a different name,” she said.

Betz advises students to ask questions and “make sure you feel comfortable with everything before agreeing to anything.”

Dress

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tral colors are a safer bet. For conservative dressing, blouses worn with the suit should be solid as well, and if they have a pattern, it should as plain and small as possible. Sheer n e u t r a l stockings worn with a heel of no more than two inches are acceptable. Open toe shoes are generally not acceptable, and in some cases, violate safety regulations. Shoe color should follow seasonal rules, saving white shoes for the summer.

When considering business dress, women should be careful not to wear too much makeup or jewelry. Limit jewelry to small earrings, one ring per hand, a watch and no ban-

gle bracelets. For gentlemen, the standard business attire is a dark colored suit. As with pantsuits or dress suits for women, the darker the suit, the more authoritative its appearance. Suits should be worn with a white straight collared shirt and a subtle, subdued tie. Men's shoes should be clean, shined, and in the same color as the belt. Penny loafers should generally be avoided in formal office wear.

Facial hair and any long or braided hair styles on men depend on company policies and dress codes. If such an issue is of concern, discuss dress code specifics with an employer.

For gentlemen, standard attire is a dark suit. As with pantsuits or dress suits for women, the darker the suit, the more authoritative its appearance.

Tanning

from page 13

ing spells, lethargy, fatigue, weight gain, and depression. University of Wisconsin junior Rachel Schoen said tanning helps her combat seasonal depression. "I tan because the lack of sun in the wintertime makes me feel kind of bitchy," she said. "I feel a huge difference in my mood after I tan." However, Dr. Nancy Barklage, UW associate professor of psychiatry, said tanning is not an effective treatment for SAD. "The benefits of light therapy appear to be mediated through the retina," Barklage said, "A tanning bed would not be the right light source, as tanning beds are primarily UV rays, which can be damaging to the retina." Light therapy is not the only possible medical use for tanning beds. Vicki Roche, an employee of the Sun Spa, said many clients tan to alleviate symptoms of skin problems.

"A lot of people come because their dermatologist recommended tanning to help with their psoriasis or eczema," Roche said. Despite possible benefits of tanning, the negative affects deter people. Graduate student Ryan Nichols said he would never tan because he agrees it is dangerous. "Tanning beds should be called 'cancer coffins,'" Nichols said. According to a Web site maintained by the Indiana State Medical Association, tanning does not provide benefits and can cause cancer. "There is nothing healthy about a dark tan. It's actually a sign the skin has been damaged and contin-

"There is nothing healthy about a dark tan. It's actually a sign the skin has been damaged and continual tanning, especially in tanning beds, can develop melanoma." Indiana State Medical Assoc.

ual tanning, especially in tanning beds, can develop melanoma -- the most dangerous type of skin cancer," the Web site said. The Web site for the American Academy of Dermatology said prolonged exposure to UV rays in tanning beds increases the risk of health problems. "The truth is that ... stretching out on a tanning bed significantly raises the risk of health problems ranging from wrinkles, visual abnormalities, and immune system disorders to malignant melanoma, the deadliest form of skin cancer. In fact, even short-term indoor tanning may produce redness, itching and dry skin," the Web site said.