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### IN BUSINESS

## What Did You Say My Job Was?

The unemployment numbers are staggering. People are desperate to find work. Many will take any kind of job they can.

What does this mean for employers? Now more than ever, you need to avoid misunderstandings and hiring the wrong employee by writing accurate job descriptions so the person you're hiring knows exactly what the job entails.



Vicki Gerson

As an employer, you need to prepare an accurate, specific job description to be handed out and discussed during the interview process. This also allows you to zero in on the job candidate's specific skills to determine how he or she matches up with the job.

The following is an example of a clear, thorough job description.

**Position Title:** Administrative Assistant  
**General Responsibilities:** This position involves clerical and administrative work. You will be responsible for scheduling appointments, receiving visitors, and keeping records. You must use your independent judgment. You must have the ability to plan and have proficient skills in Word and Excel. This employee will report directly to the office manager.

- Duties to be performed:
- 1) Prepare memoranda and notices (includes some confidential information).
  - 2) Open, read, and sort mail. Refer mail to appropriate people in the company.
  - 3) Read general email and see if certain messages need to be sent to appropriate

people in the company.

- 4) Handle telephone calls and visitors.
- 5) Maintain a schedule of appointments, meetings, and other due dates.
- 6) Prepare reports, maintain records, and handle other administrative work.

You may also want to include the hours this person is expected to work, the allotted time for lunch, the number of sick and vacation days allowed, and the salary.

It's important for every employer to be as honest as possible in a job description. Don't highlight the most interesting aspects of the position and gloss over the routine responsibilities. Even though people desperately need a job, they may feel duped or become frustrated if their skills and knowledge aren't fully put to use.

With so many people looking for work, you definitely will receive an enormous stack of resumes. Keep in mind that if you run a small ad, the term "Administrative Assistant" means different things to different job applicants. By being as honest as you can during the initial job interview (possibly a phone interview to weed out the candidates you want to see in person), you're likely to find the best match for the job.

Too many times – even in a tough economy – people walk away from their jobs due to a wide variety of reasons. Hopefully, the person you hire after carefully going through the interview process is a perfect match for you and your business.

*Vicki Gerson is the president of Vicki Gerson & Associates, Inc., a web/print writing and public relations firm in Northbrook. Call 847-480-9087, e-mail [writer@vickigerson.com](mailto:writer@vickigerson.com), or visit [vickigerson.com](http://vickigerson.com).*

*Email questions and comments to [editorial@whats happeningonline.com](mailto:editorial@whats happeningonline.com).*

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goodies. 1815 St. Johns Ave., Highland Park; 847-748-8419; [miabellayarn.com](http://miabellayarn.com).

#### Ruth Fell Wander Community Art Wall at FBHP

In recognition of National Breast Cancer Awareness Month, First Bank of Highland Park is turning pink. Throughout the month of October, the bank's Ruth Fell Wander Community Art Wall features an exhibit showcasing the significant resources available to the community from three local organizations: The Lynn Sage Foundation, The Cancer Wellness Center, and The Auxiliary of NorthShore University Health System at Highland Park Hospital. Members of the community can contribute by visiting the bank to write the name of loved ones on pink ribbons to be placed in the exhibit. The names are in support of those who have survived, or in memory of those who have lost their lives to this disease. 1835 First Street, Highland Park; 847-272-1300.

#### Illinois Rhythmic Gymnastics Center Grand Opening

Celebrate the Olympic spirit at the grand

opening of the Illinois Rhythmic Gymnastics Center (IRGC), to take place from 2-3pm on Oct. 22 at the Karger Recreational Center. Children ages 3 and up can participate in a trial rhythmic class, enjoy games and treats, and watch performances by current state and regional champions. Register for a rhythmic class and receive 10 percent off. 1850 Green Bay Road, Highland Park; 847-363-1559; [ilrhythmicgymnastics.com](http://ilrhythmicgymnastics.com).

#### Willow Boutique Now Open in Hubbard Woods

The newly opened Willow Boutique is the ultimate destination for must-have jewelry, belts, and handbags for any season. From well-known jewelry designers to emerging local artists, the walls and tables are adorned with gold, silver, mixed-metal, and mixed-material jewelry. Owners, and lifelong friends, Paula Zacharia and Davi Berk, named the boutique after their childhood subdivision and elementary school in Northbrook. "We have always borrowed the best of the best in each other's closet," said Berk. Zacharia continued, "It just seemed natural for us to share our best finds with everyone else!" 1060 Gage St., Winnetka; 847-386-6869; [willowboutique.com](http://willowboutique.com).



Davi Berk (second from left) and Paula Zacharia (second from right) took part in a ribbon-cutting ceremony for their jewelry store, Willow Boutique, in Hubbard Woods.

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