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Hazardous waste disposal

Local residents have an opportunity to dispose of Household Hazardous Waste from 9 a.m.-2 p.m. Oct. 8 at Novi City Hall (45175 W. 10 Mile Road). These events are open to residents of Farmington, Farmington Hills, Lyon Township, Novi, Southfield, South Lyon, Walled Lake and Wixom.

Accepted items include: oil-based paint, automotive fluids, aerosols, corrosive cleaners, pool chemicals, photo chemicals, computers, televisions, batteries, mercury, CFLs, pesticides, expired medications and more.

Items not accepted include: latex paint, business waste, unknowns over 5 gallons, flares, and ammunition.

Paper shredding will be available onsite. There is a three-box or 100-pound limit per household, please. For more information please visit www.RRRASOC.org or call (248) 208-2270.

Health & Wellness Fair

In its fourth year, the Novi Health and Wellness Fair continues to grow and to meet the needs of the community, the fair will be held from 2-7 p.m. Thursday, Oct. 13 at the Novi Civic Center. Flu shots will be available for adults and children and given on a first come, first serve basis. The flu shot price is \$25 without insurance or free with Medicare Part B, Medicare Advantage, Blue Care Network, HAP, Priority Plus and Health Care Plus. For more information about the Novi Health and Wellness Fair, please contact Fisher at (248) 347-0421 or e-mail at sfisher@cityofnovi.org.



The Novi and Northville pom pon dance squads will team up this Friday at Novi High's stadium, not only for a halftime show, but also to work on a food drive for Northville's Civic Concern. Pictured are (back, from left) Mary Favorite, Isabel Inchausti, Megan Jamrog and Corley Glender; (front) Faith Horbatch, Mackenzie Betts, Sara Lovelace and Nicole Rigdon.

Baseline bond Novi, Northville pom pon teams look to help local food banks

By Nathan Mueller
Staff Writer

Many people are looking forward to the annual football game between Novi and Northville — the Baseline Battle — Friday because it determines bragging rights for the year. But two groups in particular have a lot more than just bragging rights invested in the matchup.

The Novi Emergency Food Program and Northville Civic Concern are hoping for a big crowd and a lot of donations as

supplies are low and demand continues to increase.

Fans attending the game are being asked to bring non-perishable food items, toiletries or cash donations to the Novi High School stadium Friday night to help the two nonprofit organizations replenish their supply.

Jim Ernst, co-chair of the Novi Emergency Food Program at Faith Community Presbyterian Church, said the organization's food supply has never been lower.

Part of that is because the postal carrier drive did not bring in as

much food as it usually does, and also more people are in need.

"It's coming at a great time for us," he said. "We usually have a lot of cans and we are running out of those, so this is really going to be helpful."

The food drive was organized by the varsity pom pon teams at both Novi and Northville high schools. They have been collecting food at school the last few weeks and are hoping for a big turnout Friday.

Please see **FOOD DRIVE, A2**

City council candidates make pitch

Four newcomers join incumbents at Fox Run event

By Nathan Mueller
Staff Writer

Residents from the Fox Run retirement community were the first to hear from the nine candidates running for Novi City Council on Monday night.

The candidate forum, sponsored by the Fox Run Resident Advisory Council, featured opening comments from the candidates, a question-and-answer portion and an individual meet-and-greet following the program.

Resident Carolyn Schooley, who was one of the more than 100 people gathered in the Performing Arts Center at Fox Run, said she attended the forum because she is a regular voter, but knew little about the candidates.

She came away impressed. "I was looking for some fresh ideas and something new," she said. "I think I am committed to some of the younger candidates."

Novi's election this November features a two-person race between Justin Fischer and Bob Gatt for mayor, and a seven-person race between Laura Casey, Rickie Ibe, Ed Kramer, Donna Skeley, David Staudt, Ramesh Verma and Wayne Wrobel for three city council seats.

All the candidates drew applause from the crowd, with Fischer and Gatt, who both currently are on city council, drawing most of the audience's attention.

Fischer spoke about his vision for moving the city forward, while Gatt spoke of his passion for

Please see **CANDIDATES, A2**

Novi man killed in fatal auto accident

Police believe driver ran red light

By Nathan Mueller
Staff Writer

A 22-year-old Novi man died Sept. 27 after his 2003 Honda Accord was T-boned by a Consumers Energy truck towing a backhoe around 3 p.m.

According to Novi Director of Public Safety/Chief of Police David Molloy, the preliminary investigation determined that Karam Khalil Hanna was traveling northbound on Novi Road at 12 Mile Road when he ran a red light — that had been red for an extended period of time —

before his car was hit on the driver's side by the truck that was traveling eastbound.

Emergency personnel treated Hanna at the scene before he was transported to Botsford Hospital in Farmington Hills, where he later died.

The driver of the truck and the passengers were not injured.

Police are continuing to investigate the accident, but do not believe the driver of the truck was at fault or that alcohol was a factor.

Anyone with more information is encouraged to call the Novi Police Department at (248) 348-7100.



NATHAN MUELLER

Karam Khalil Hanna, 22, died Sept. 27 after his Honda Accord was T-boned by a Consumers Energy truck. According to police, Hanna is believed to have run a red light going northbound on Novi Road at 12 Mile Road when he was hit by the truck.

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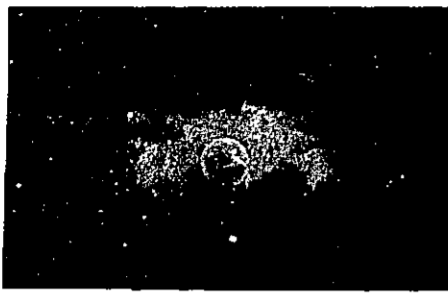
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Window to the Universe

The Providence Center for the Healing Arts opened a new exhibit showcasing a collection of one-of-a-kind photographs captured by amateur photographer Jim Renard of Milford. Renard's Window to the Universe exposes the secrets of the deep sky with his collection of celestial photographs. This show features rare photos of nebulae, galaxies, and star clusters up to 37 million light years from Earth that required up to 22 hours of exposure time. Also included are spellbinding images of more familiar heavenly bodies such as our moon and sun. Renard's photographs required countless hours of study and painstaking time spent working from his Milford home and observatory using his own specialized telescope and camera in demanding conditions. He said he gets his best photos during the extremely cold winter nights and predawn mornings. Window to the Universe can be viewed from 8 a.m.-4 p.m., Mondays through Fridays through Oct. 3 in the Nancy A. Fox Art Gallery. An artist reception will be held from 6-8 p.m. Sept. 14, also in the Nancy A. Fox Art Gallery located on the main floor of the Assarian Cancer Center, on the Providence Park Hospital campus (southwest corner of Beck Road and Grand River Avenue, Novi).



Library not content with success

Director, board searching for ways to reach non-users

By Nathan Mueller
Staff Writer

It would be easy for Novi Public Library Director Julie Farkas and the library board to pat themselves on the back for a job well done.

The 59,000-square-foot facility is serving 1,300 visitors a day, up from 800 in the old building; circulation has increased 36 percent; program participation is up 42 percent; 400 new library cards are being issued per month; and new collections and services are being added regularly.

Still, something—or more like some people—are missing. Farkas said while young children, teens and older adults are regular users of the library both in person and online, patrons between the ages of 20-40 are not using it as much.

"We did super in our first year, but one of our goals was to find those people who aren't using the library and find out why," she said. "We need to see how we can reach

out to more non-users." Farkas believes some of the reasons that age group is not using the library are because they don't have the time, don't know about what the library has to offer and a reliance on technology.

"We are often too busy for what should be recreational, relaxing and fun," she said. And while many people associate a library with just the bricks and mortar structure, Novi's is much more than that.

The library's online offerings continue to expand with downloadable books and music, databases and more. "They don't even have to walk in the building," Farkas said.

For those who do want to use the building, they will have access to more than 140,000 books, use of 100 computers—two that feature language learning software—Blu-Ray and DVD collections, educated staff, group study rooms, a cafe and an outdoor patio among other state-of-the-art amenities.

Farkas also believes the library can be a place for people to try new technology and books before purchasing them. Larry Kilgore, library board president, said the "cool thing" about the facility is that it's all new, and the hope is to get people reconnected with reading.

"The first step is just getting people to visit and the second is to revitalize their interest in reading," he said. "We have need-driven users and more recreational and cultural-minded kind, and that's the group we need to reach."

Farkas said she wants to hear from the non-users and encourages them to contact her via e-mail at jfarkas@novi-library.org. The library is open from 10 a.m. to 9 p.m. Monday-Thursday, 10 a.m. to 5 p.m. Friday and Saturday and from 1 p.m. to 5 p.m. on Sunday. Visit the library online at www.novi-library.org.

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Man caught driving with weed

1 Novi police arrested a man for operating while in the presence of drugs after he was stopped at 11:24 p.m. on Oct. 1 on Meadowbrook Road near Singh Boulevard for running a red light.

According to the police report, the officer observed the driver go through the blinking red light without stopping or slowing. When he approached the car during the stop, he could smell the odor of marijuana coming from inside.

The suspect said he smoked weed earlier in the day and it was still on his clothes. He told the officer he didn't have any on him, but the officer found a bag containing the drug in his pants. The K-9 officer also helped find a pipe hidden near the gear shifter. Police arrested the man for OWPD and took him to the Novi Police Department. He was later released pending warrant review.

Police find weed, brass knuckles in car

2 A man was arrested at 7:49 p.m. on Oct. 1 for possession of marijuana and a dangerous weapon after the driver of the car he was riding in was caught speeding on Grand River Avenue west of Novi Road.

According to the police report, the woman was traveling 54 miles per hour in a 40 mph zone. During the traffic stop, the officer ran the woman's name through Clemis and it showed she had prior contacts for marijuana possession.

The male passenger admitted to having brass knuckles and marijuana in the center console, but said he was a medical marijuana patient. He did not have his card on him and he was arrested on the two charges.

He was transported to the station where he was issued a citation and released after posting bond.

Car damaged by unknown suspect

3 A Novi woman on Jefferson Street had her car vandalized sometime in the last few days or weeks, noticing the damage on Sept. 28.

According to the police report, the passenger side headlight was cracked, two dents were found on the car and scratches were made on the rear bumper.

The woman said she doesn't believe her vehicle had been hit, but thinks the damage may have been done while she was at work. She says she doesn't know who may have caused the damage and police have no suspects.

Driver stopped
4 A 37-year-old man was arrested for drunken driving at 1:32 a.m. on Sept. 29 after

an officer observed his car drifting in the lane on Grand River Avenue near Beck Road four times.

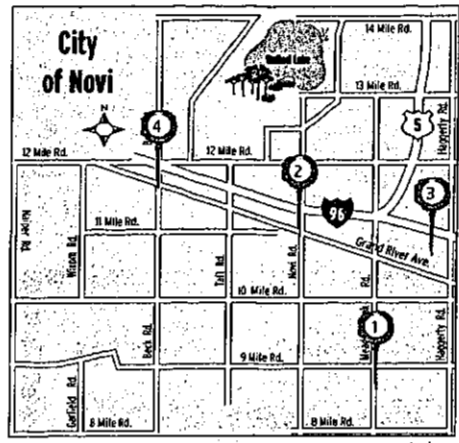
According to the police report, when the officer approached the car he could smell the odor of intoxicants coming from inside and the driver admitted to drinking "about three beers."

The driver failed field sobriety tests and a preliminary breath test reg-

istered a blood alcohol content of .14 percent. The legal limit for adult drivers in Michigan is .08 percent.

The man was arrested and transported to the Novi Police Department where he was issued a citation for operating while intoxicated and released when sober after posting bond.

—Compiled by staff writer
Nathan Mueller



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Guest speaker Certified Registered Dietitian
Wednesday, October 12, 1 p.m.
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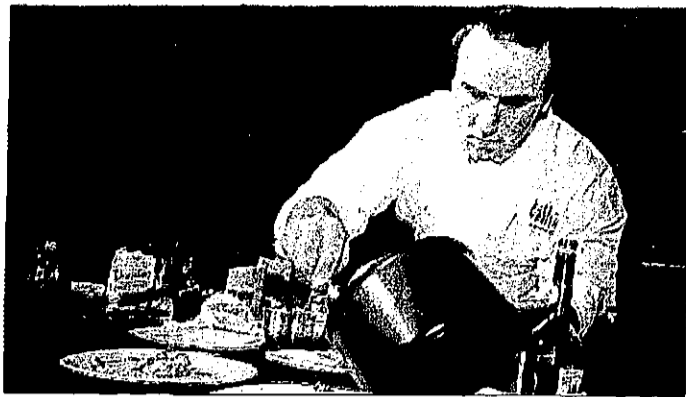
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More than 300 fans watched executive chef Jeremy Kalmus (pictured), of No. VI Chophouse in Novi, face his brother, Jaime Kalmus, of Zazios in Birmingham.

Brothers battle to fight hunger

Two local chefs, who also happen to be brothers, went head to head in the first Iron Chef competition in Oakland County on Sept. 22 at Bordine's Nursery in Rochester Hills. The culinary battle, presented by accounting firm Baker Tilly, raised \$40,000 to support Gleaners Community Food Bank of Southeastern Michigan's (Gleaners) mission to provide food to our hungry neighbors. More than 300 fans watched executive chef Jeremy Kalmus, of No. VI Chophouse in Novi, wheel out his opponent and brother, Jaime Kalmus, of Zazios in Birmingham in a shopping cart as they entered Kitchen Stadium.

The battle began with the unveiling of Iron Chef's secret ingredient - tomatoes. Each chef's chal-

lenge was to utilize the secret ingredient in an appetizer, entrée and dessert where then a panel of judges scored each dish on taste, creativity and presentation. Kalmus defeated Kalmus by merely one point.

Guests had the opportunity to enjoy an array of hors d'oeuvres, beverages and desserts from local restaurants, as well as bid on a variety of auction items. Both chefs also prepared a special dish for Iron Chef guests vying for votes of "fan favorite." The audience voted and the results ended in a tie.

"Baker Tilly believes investing in our employees, clients and the communities we serve benefits us all," said Alan Whitman, Managing Partner of Baker Tilly-Southfield. "Gleaners gives so

much to our Southeastern Michigan community, and we are proud and honored to join forces with them through a fun and exciting event like Iron Chef."

Surprising the crowd with his ability to speed paint, performance artist Dave Santia of Clinton Township created a portrait of musical artist Kid Rock, as well as the Statue of Liberty in matter of minutes. Both of Santia's artwork were auctioned and raised \$2,000 to benefit Gleaners.

"This event was a great opportunity to raise awareness about hunger issues within the Oakland County community," said Gleaners president W. DeWayne Wells. "We are grateful to Baker Tilly and all those who came out to support our neighbors in need."

RV industry shipments on the rise

Detroit Camper & RV Show runs Oct. 5-9 at The Showplace

Semi-annual sales reports show that the RV market continued to rise through the first half of 2011. The total wholesale shipments of 144,000 units reflected an increase of nearly six percent more than last year, with only 136,000 units shipped in the same time period.

RV shipments are now slightly ahead of the year-end projections by Dr. Richard Curtin, director of the Survey of Consumers at the University of Michigan, who predicted shipments would rise to 260,200 units in 2011, a 7.4 percent increase over last year's 242,300 units.

So why are more consumers choosing to purchase an RV? The Recreation Vehicle Industry Association (RVIA) notes affordability as one of the main incentives in purchasing an RV. According to a vacation cost-comparison study by PKF Consulting, RV vacations are more affordable than travel by personal car, commercial airline or cruise ship. Even when factoring in RV ownership costs, and considering tax benefits, a family of four can spend up to 61 percent less when traveling by RV.

RVs also offer consumers convenience and

DETAILS

Event: 22nd Annual Fall Detroit Camper & RV Show
Dates: Oct. 5-9
Hours: weekdays 2-9 p.m., Saturday 11 a.m.-9 p.m., Sunday 11 a.m.-6 p.m.

Location: Suburban Collection Showplace, 46100 Grand River Avenue, Novi (on Grand River, south of I-96 between Novi and Beck roads)

Details: All types of new recreation vehicles—over 200 units and 50 brands displayed; folding campers, motorhomes, travel trailers, truck campers, and fifth wheel travel trailers, ranging in price from \$4,999 to more than \$400,000. Booths featuring parts and accessories, campground information, on-site RV financing and RV rentals make this the complete RV show experience. Consumers can pick up the 2011 RV & Campsite guide to camping and RV dealers in Michigan that contains money-saving coupons.

Admission: Adult admission (ages 13 and up) is \$8, senior admission is \$7, and children 12 and under get in free. RV show ticket will also get you into the Fall Remodeling & Design Expo, Thursday-Sunday.

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flexibility when traveling. They allow travelers to go where they want, when they want—without the worry and stress of strict schedules, advance reservations, airport waits and luggage restrictions. RVers can also decide on a moment's notice, to pack up and move on to the next stop without restrictions or travel fees.

Besides traveling, camping and outdoor recreation, RVs can be used year-round for events such as tailgating at

sporting events, weekend shopping trips, festivals, picnics or holiday gatherings. RVs also allow you the comforts of home—fully equipped kitchen and baths, comfortable beds, TV and stereo entertainment—while on the road or at the campground.

For most RV buyers, interest on their loan is deductible as second home mortgage interest. Start exploring different types of RVs at the 22nd Annual Fall Detroit Camper & RV Show.

SCHOOL BRIEFS

Schoolcraft board seeks applicants for vacancy

The Schoolcraft College Board of Trustees invites individuals interested in filling a vacancy on the board to apply for the position before the 3 p.m., Thursday, Oct. 6 deadline.

Applications are available 8 a.m.-5 p.m., Monday-Friday, from the Office of the President, Room 190, Administration Center, at Schoolcraft College's main campus in Livonia, Haggerty Road between Six and Seven Mile Roads. The Board of Trustees intends to interview qualified applicants and make an appointment in November.

To be considered a candidate for the position, an applicant must be a registered voter and a resident of the Schoolcraft district. Board seats have six-year terms.

Michael Colston, Regional Vice President from Invesco will co-host this event.



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BY (NN)
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Teachers, not tests, tell more about a student

By Steve Matthews
Guest Columnist

I sat in my fourth grade class many years ago and listened as my teacher, Miss Hixenbaugh, reviewed our state test results.

She went row-by-row, seat-by-seat letting students know how they did. Probably not the best strategy, but clearly one I remember well.

"Steve, I thought you could do better," she said to me.

Now, many years later, I still remember those words. In truth, she was correct. I had not done very well. I remember being herded into the cafeteria, sitting at the cafeteria tables and taking the test. It was sunny outside and the grounds workers were mowing the lawn. Outside was much more interesting than inside. I became distracted and didn't finish. So I knew I had not done my best.

What I have found interesting as I have thought about Miss Hixenbaugh's words over the years is that she knew something about me the state test did not. Miss Hixenbaugh knew I was better than my test score showed. She probably could have figured out a less public way to tell me, but I survived.



Super Talk
Steve Matthews

During the month of October we will give the MEAP test to all students in grades 3-8. It will give us a snapshot of

how our students are doing. Here in Novi we have done well. Even as the state changes how it scores the exam, we will continue to do well. The MEAP test and its cousin the Michigan Merit Exam (MME) give us information. It is important information that gives us a window into how well we teach curriculum guidelines the state has identified as critical. I believe in our state tests and find the information they provide is valuable in planning what and how we teach.

But it is not the only information we should look at. We also need to pay attention to what our teachers are saying about our students.

Our teachers see our students every day. They talk with them. Our teachers see our students when they are happy and when they are sad. They see them when things are going well and when they are frustrated.

More importantly, our teachers see when students struggle with what they are learning in class. They hear the questions students ask or they help students figure out what questions to ask. Our teachers also see when things click and our students understand.

As we review our students' performance in our schools, we need to pay attention to our state test data. But we also need to pay attention to what our teachers are saying about our students. Our teachers know and understand our students.

Miss Hixenbaugh knew me. She knew I could do better. I am thankful that I listened to Miss Hixenbaugh more than I listened to what the state test was saying about me in fourth grade.

Eventually, I learned how to master not only the curriculum I was learning in class but also how to demonstrate it on the state test. I am confident that the teachers in our district are helping our students do the same thing.

Steve Matthews is the superintendent of the Novi Community Schools District. He can be reached at smatthews@novi.k12.mi.us, (248) 437-1204, www.twitter.com/dcsmatthews, or www.novisuperintendent.blogspot.com.

Peace Day



Novi Woods Elementary School students Krista Melcki, 9, left, and Priya Desai, also 9, show their peace pinwheels they've created as they march towards Taft Rd. on Sept. 21 as they celebrate International Peace Day. A couple of Novi Woods students (below) put up the peace sign during the school's celebration.



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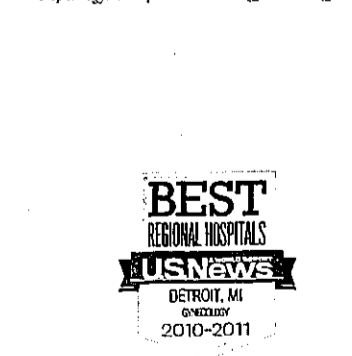
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Novi Fire Marshal Mike Evans narrates a fire safety demonstration given by his department during the Sept. 24 Fall For Novi event at the Novi Civic Center. Evans and his staff were showing how differently and quickly a fire would spread in a home equipped with a sprinkler system and one without.

City of Novi Community Relations representative Robin Working assists Ciara McCliment, 4, and Colleen Schrems, 8, as they play a game to simulate the biking and walking paths around Novi during the Sept. 24 Fall for Novi festival at the Novi Civic Center.

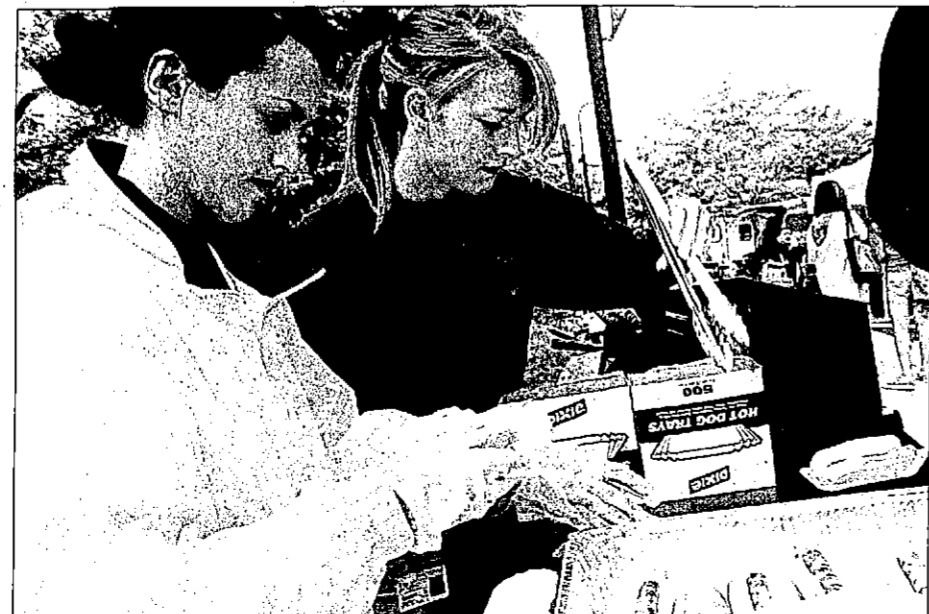
Fall For Novi



Novi Mayor David Landry watches with others as they Novi Fire Department puts on a safety demonstration during the Fall For Novi event.



Asher Brode, 2, enjoys a lollipop while visiting the Novi Civic Center and the Fall Into Novi festival on Sept. 24. The annual event gives residents of the city an idea of all the services and recreational opportunities Novi affords them.



City of Novi parks department employees Valentina Nuculaj, left, and Emma Walter dispense free hot dogs at the Fall For Novi festival on Sept. 24.

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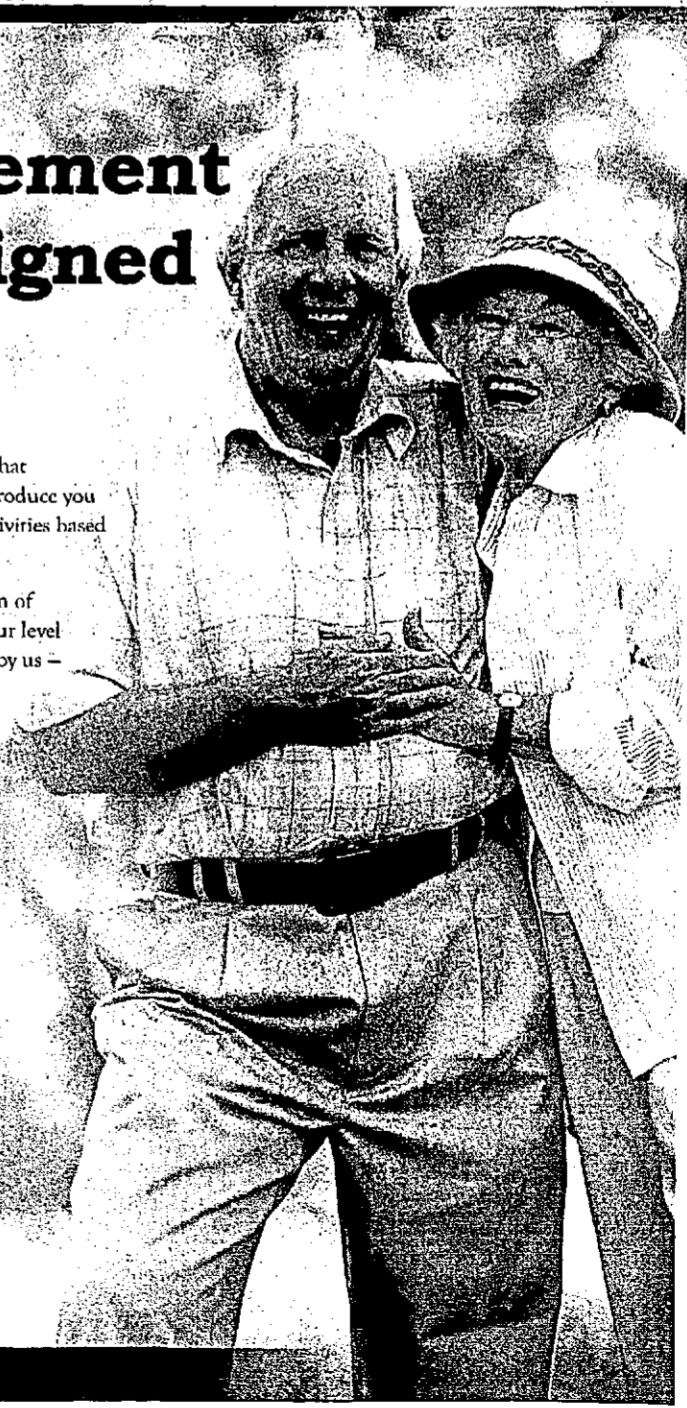
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Maranda Buha dives in at the start of the 200 IM on Sept. 21.

Novi's relay swimmers strong individually

Divers sweep event against Salem

By Chris Jackett
 Correspondent

The season is picking up for Novi's girls swim and dive team, who evened out their division record by defeating Plymouth Salem last Thursday

before an impressive showing at Saturday's Oakland County Championships. In a Sept. 22 loss to Northville (2-0 KLA Central), the Wildcats (1-1 Central) got first-place finishes from Andrea VanderMey in the 200 individual

medley (2:12.73), Maranda Buha in the 50 freestyle (25.63 seconds), Kara Berg in the 500 free (5:29.67), Mallory Buha in the 100 backstroke (59.32) and the 400 free relay team that combined all four for a 3:47.43 finish.

ON TAP

The girls (1-1 KLA Central) take to the pool 6 p.m. tonight to host Livonia Stevenson (0-1 Central) before South Lyon (1-0) comes to town Oct. 13.

They got more help against Salem (0-1 Central), winning 102-84 behind first-place finish-

es in nine of 12 events. VanderMey, Berg and the Buhas combined to win both the 200 free relay (1:43.40) and 400 free relay (3:46.46). Maranda Buha also won the 50 free (26.04) and 100 free (56.40), while Mallory Buha won the 100 butterfly (1:01.23). VanderMey took the 200 IM

Please see SWIM, B6



Novi senior Michael Jocz goes up for a catch despite pressure from South Lyon senior Ryan Nelson as Novi senior Derek Cingel and South Lyon junior Tyler Nelson look to pick up the pieces. The Lions defeated the Wildcats 13-7 during South Lyon's homecoming.

Jungle too wet for Novi 'Cats

South Lyon homecoming win 13-7

By Chris Jackett
 Correspondent

There was a dogfight between a pair of big 'Cats' last Friday, but a brisk wind pushing sheets of rain across The Jungle put a damper on a potentially exciting matchup.

Novi (3-3, 3-1 KLA Central) visited South Lyon (4-2, 3-1 Central) for the Lions' homecoming and couldn't do much offensively, as South Lyon defeated Novi 13-7. The Lions' last victory over Novi was in 2006. After putting up 42 or more points each of the past three weeks, Novi's lone second-quarter touchdown was all the offense the Wildcats could score

Please see FOOTBALL, B2

Wildcats upend Colts in soccer playoff preview

Novi goes 3-1 against ranked teams during 11-day span

By Chris Jackett
 Correspondent

The last four soccer games Novi's squad played were all against teams ranked in the top 10 of Division I. Three were also KLA Central Division contests.

Ranked No. 5, the 'Cats' (11-2-0, 7-1-0 Central) continued where they left off last week. After defeating then-No. 6 Northville (5-5-2, 3-1-1 Central), Novi dropped a 3-2 decision to No. 8 Plymouth Salem (6-6-3, 5-3-0 Central) and bounced back for a 5-0 win over No. 7 Livonia Stevenson (6-3-0, 5-3-0 Central) and a 4-1 win over No. 3 Troy (12-2-0).

"Everybody's stepping in and doing their job,"

Please see SOCCER, B4

ON TAP

The No. 5 Novi soccer squad (11-2-0, 7-1-0 KLA Central) was scheduled to host South Lyon (4-9-1, 3-5-1 Central) two nights ago and visit South Lyon East (0-7-0, 0-7-0 Central) tonight before a Kensington Conference crossover at the South Division Monday and association crossover at a Lakes Conference opponent Wednesday. All games kick off at 7 p.m.

The 'Cats will most likely visit No. 4 Canton (12-2, 7-0-1 South) for the conference title and the winner would travel to Grand Blanc or Walled Lake for the association championship.



Wildcat Chase Jabbori is congratulated by a teammate after scoring Novi's first goal on Oct. 3 against Troy High.

'Cats cruise past Plymouth, advance to KLA A tennis finals

By Chris Jackett
 Correspondent

Throughout a rainy week, Novi's boys tennis team continued its trek toward the state finals.

Ranked No. 5 in Division I, the Wildcats (12-0, 4-0 KLA Central)

swept the other three KLA A division champions, concluding with a 9-0 win at Plymouth (5-3, 4-1 South) Sept. 27. "Another good showing. We got contributions from both singles and doubles," Novi coach Jim Hanson said. "We've had a good

year so far, but obviously our biggest matches are still to come." With three singles freshman Andre Liu rest an injury, sophomore Andrew Ying moved up a spot from four singles and soph-

Please see TENNIS, B4

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3 Words That Will Kill Your Job Search

By: Beth Braccio Hering, CareerBuilder
It's not unusual for job seekers to reach a point in their searches where they stop hoping to land a coveted job and resign themselves to considering any position. In theory, this "I'll take anything" attitude sounds promising...

1. Employers don't care if you're desperate.
2. Untargeted applications aren't going to be noticed.
3. When quality starts taking precedence over quantity, the product is going to suffer.

interview you over countless others.
"The targeted application helps you stand out from the talented pool of applicants," says Joel Garfinkle, founder of DreamJobCoaching.com.



5. The strategy can create a deceptive hope.
Finally, the tactic of churning out applications can do a number on your mind. Initially, the boost in productivity may make you feel as if you're gaining more chances in the job-hunt lottery...

5. The strategy can create a deceptive hope.
Finally, the tactic of churning out applications can do a number on your mind. Initially, the boost in productivity may make you feel as if you're gaining more chances in the job-hunt lottery...

Worse yet, the corresponding rejection can damage your self-worth. As Deems warns, "For every 100 you send, you'll only hear from two to seven of them, if that. And for every one you send that you don't hear from, you'll get a bit more depressed."

So look for opportunities that offer real hope and put in the effort needed to be a viable candidate. True satisfaction comes from landing a job - not counting the number of attempts you made.

Beth Braccio Hering researches and writes about job search strategy, career management, hiring trends and workplace issues for CareerBuilder. Follow @CareerBuilder on Twitter.

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FOCUS HEADS UP FORD'S FIVE-HEADED MONSTER

By Dale Buss

Ford has decided to shelve Doug, the orange spokespuppet for the Focus, after a six-month run that did wonders for consumer interest in the car, exceeding the company's initial expectations. But Doug's demise is only the beginning of the prospects for the hot 2012 Ford Focus.



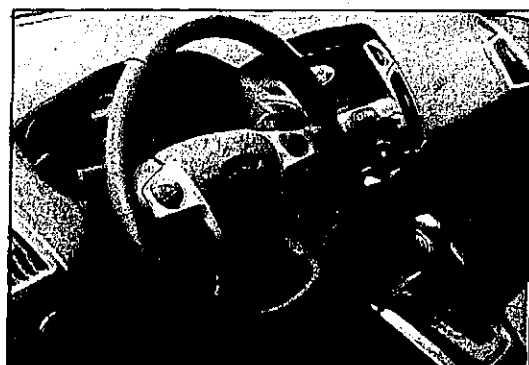
The company just released the last two new videos featuring the smart-alecky mascot for Focus and "John," his human handler. Doug is being retired from active duty as a branded entertainment experiment only after a phenomenal run of webisodes.

Ford targeted the generation of 10,000 Facebook fans for Doug; he now has 43,000. According to Scott Monty, Ford's head of social media, people have engaged with

Doug on Facebook at a rate three times greater than for the vehicle itself. About 40 percent of online "conversation" about Focus has been about Doug.

Also, 77 percent of people who saw the 48 Focus Doug videos to date said their favorability toward Focus has risen, and Doug's adventures have prompted a 61 percent increase in Focus consideration. "We've even had a handful of people say that they bought a Focus just because of Doug," Monty said.

But Ford can afford to let Doug go quietly into the night - or wherever he is. That's because the spokespuppet has succeeded so mightily in promoting Focus. Thanks to the Doug campaign, good early feedback on the car, gas prices that remain stuck at around \$3.50 a gallon and other factors, Focus continues to demonstrate incredible retail-sales momentum. Ford reported inventory



Inside, the Focus provides more than small-car buyers are used to.

shortages of Focus in August, when the company actually sold 9 percent fewer Focus units than a year earlier, and only 5 percent more for the year to date over the old version in 2010.

"But Focus production has been fully launched, and August was the highest production month so far," said Ken Czuby, Ford's vice president of U.S. sales. "There are more Focus units headed to Ford dealers... We expect to be able to close the gap between supply and demand for Focus and Fiesta, and there is little doubt that Focus and Fiesta sales will increase [relative to a year ago] as inventories are normalized. Both cars increased their retail share as we progressed through August."

Inventory levels of the new Focus are only about 75 percent of the inventory levels of the old Focus, a year ago, "yet generated almost as many sales" so far this year, according to Ford's U.S. industry analyst, George Pipas.

"That's an amazing fact. I'm trying to figure out myself how we can sell so many cars with so little inventory, and the answer is that Focus is the fastest-turning vehicle in the Ford showroom."

Moreover, Ford likes who's showing up to buy Focus: About one in six sales are to Millennials, Czuby said, which "is important." The average age of the Focus buyer is a stunning eight years younger than for the version it just replaced; there has been a 50-percent improvement in the conquest rate; and 8 percent of Focus retail sales are coming from the crucial California market versus just 5 percent for its predecessor.

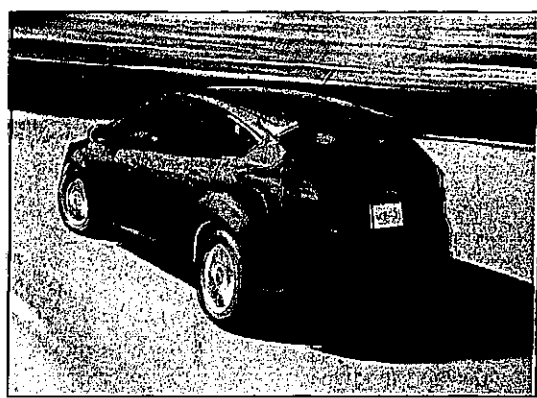
Fiesta sales were up 76 percent, reflecting the established popularity of Ford's new subcompact compared with its launch year in 2010. But Czuby said that inventory tightness restricted Fiesta from even more

sales. And with both Fiesta and Focus, what's especially encouraging Ford about their performance is their profitability as well as customer demand. About 35 percent of Focus sales now are for the two highest-end models, with August representing the strongest take rate yet for the two premium versions. "Customers are choosing higher fuel efficiency in our small vehicles," Czuby explained, "but they want all the technology Ford can deliver."

Such a performance, said Edmunds.com's U.S. industry analyst, Jessica Caldwell, "builds a strong profitability case for these small cars, a segment that has been criticized historically - both internally and externally - as bringing little profit to automakers."

Meanwhile, in addition to the strength of Focus and Fiesta, Ford's Fusion mid-size car and Ford Escape small SUV joined its best-selling Ford F Series pick-up truck line as franchise vehicles. Both Fusion and Escape appeared to be closing in on 200,000 sales for the year, according to Pipas, and if they joined F Series in passing that mark, it would be the first time since 2004 that Ford achieved such a sales level for a year with three different vehicles.

F Series sales enjoyed what Czuby called "another strong month" despite economic turmoil, and now 57 percent of engines for the F150 are one of Ford's new V-6 power trains; current order rates from dealers, Pipas said, indicate that this level may rise to 60 percent soon.



The 2012 Focus comes in a popular new hatchback.

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