

10-WORD RÉSUMÉS

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COMING NEXT MONDAY:
How to say no to your boss

Working

Get ahead. Get hired. Get inspired.

Good Company: Hugh Hatch Detroit winner shares keys to making shop success

There's no shortage of nostalgia for the 1950s and '60s — after all, look at how TV's "Mad Men" is influencing everything from fashion trends to the rebirth of old-school cocktails. And at the forefront of it all in metro Detroit is Joe Posch, owner of Hugh, a lifestyle store inspired by the classic bachelor-pad style of that era. The store, located in Midtown Detroit, sells everything from barware and furniture to personal accessories such as cufflinks and classic shaving implements.

Posch opened Hugh after closing Mezzanine, which sold mid-century and contemporary modern furniture, lighting and accessories. Mezzanine originally was located in Ann Arbor but moved in 2006 to Detroit.

"Mezzanine was a relatively high-end store, and when the recession hit Detroit so hard in 2008 and 2009, I decided to look for ways to connect with customers in a more relaxed and affordable venue," he says. "Since the mid-century period was always part of my repertoire, I decided to get back to my roots and try to promote living stylishly and have some fun instead of taking a more serious — and expensive — approach to design."

Hugh began as Detroit's first pop-up shop. In 2011, Hugh was named the winner of Comerica Hatch Detroit, a competition for independent businesses with a \$50,000 first prize.

"Obviously, winning Hatch Detroit was a huge factor in making Hugh a permanent store, and without it, I may never have found the financing to do it," Posch says. "But I think the No. 1 factor that made it happen was the enthusiasm of the people who came into Hugh and liked the idea. People rallied behind the Hugh concept in a way I'd never experienced before."

From Mezzanine to Hugh

Here, Posch answers questions about the business:

Can you tell us about Hugh's origins as a pop-up shop? Hugh was originally intended to be a six-month retail party — I called it a 'retail happening.' When the six-month run ended, I decided to shutter Mezzanine as well, and I

took a little time off, visiting friends around the country. With a little distance, Hugh revealed itself as something that had the potential to be a full-blown store and possibly the next chapter in my career. I tried the store out again for the holidays in 2010, and again it was incredibly well-received and exceeded my financial expectations.

How did that lead to it being at a fixed location? I didn't immediately put together a plan, but when the Hatch Detroit competition was announced six months later, I started to take seriously the idea of making Hugh a permanent store. At first I wasn't going to enter because I thought maybe the competition was intended more for younger, new entrepreneurs. But then I decided why not? I didn't have any other financing lined up yet, and people liked the store.

And then you won, which certainly helped, right? Winning the Hatch Detroit competition meant I could go ahead and open Hugh. It's a great amount of money for a retail store, and it gave me the ability to do some things that I might not have been able to do if I'd opened on a smaller budget, including secure a spot in a great location like the Auburn [building].

Do you have any employees, or is Hugh a one-man show? I don't have any permanent employees right now, just a little part-time, fill-in help here and there. I don't have a goal set, but I expect I will have someone permanent before the end of the year.

What's the toughest part of owning your own business? Working 24/7. You really do always have work on your mind, so learning to let go occasionally is important. It can seem like you have to be the one to do everything, and that can create a level of self-imposed pressure that is counterproductive at work. It can also interfere with taking care of yourself, which is important because you can burn out your creative spark.

What's the best part of owning your own business? The satisfaction you get from creating something and seeing it grow. It can be tough at times, but when it works, there's no better feeling.

What advice would you give to other aspiring



Joe Posch, owner of Hugh in Midtown Detroit. The store began as Detroit's first pop-up shop and became a permanent fixture after Posch won the 2011 Comerica Hatch Detroit competition.

entrepreneurs? Be passionate about your idea, but be open to adapting it if necessary. Don't be afraid of failure, and don't be too proud to admit you've had to change things up. Hugh as it exists right now is my fifth retail location of some kind, and every move represents different successes and failures. Each time I've learned tons and climbed a little higher.

Good to Know

- Hugh, a lifestyle store inspired by the classic bachelor-pad style of the 1950s and '60s, is located at 4240 Cass Ave., Ste. 107, in Midtown Detroit.
- The store started as Detroit's first pop-up shop and won the 2011 Comerica Hatch Detroit competition for independent businesses.
- To find out more, call 313-831-4844, or visit www.lovehughlongtime.com.

Paycheck

4 ways to get finances in order now

It's important to remain attentive to all areas of finances in order to save money on the cost of goods and services and manage risk.

Yet, busy lifestyles and procrastination often cause us to miss out on staying on top of financial matters. Since spring cleaning isn't very exciting, but must be done, consider taking that same approach with finances. Here are four tips:

1. Review insurance coverage. Bundled policies and high de-

ductibles save you money, but the key is to check your policies to see whether the terms meet your needs. You could be overinsured or underinsured. Check home insurance to ensure you have the appropriate coverage. Significant upgrades or changes to the cost to rebuild your home affect your coverage. Check for costs for replacing belongings with new items of similar kind and quality, without deduction for depreciation.

2. Organize vital records. Some couples have separate record-keeping strategies. Develop an overall map to handle finances, manage passwords and store other documents (passports, property deeds, legal papers, etc.). By establishing a system, each person can stay well-informed in case there's a need to assume responsibility at

a moment's notice.

3. Maintain tax records. Stay prepared for an IRS audit by keeping for three years any supporting documents, such as receipts for deductions, business-related travel or medical expenses, property taxes and contributions. Keep final copies of all returns indefinitely, in case you have to provide proof of filing.

4. Do estate planning. End-of-life planning drops to the bottom of people's to-do lists. However, everybody needs a will. A will defines where you want assets distributed when you die and names guardians for your children.

Robin Thompson is president of Budget Wise Consulting, a Troy-based financial education and consulting firm that specializes in corporate financial wellness programs. To learn more, visit www.budgetwise.net, or contact her at robin@budgetwise.net.

Work Smarts

Strategies for reducing office frustration

"Dilbert" is an American comic strip written by Scott Adams.

Celebrating its 24th anniversary in print, it's best known for its tongue-in-cheek office humor about a micro-managed office environment revolving around its title character.

When explaining its success, Adams is quoted as saying, "I think 'Dilbert' will remain popular as long as employees are frustrated and they fear the consequences of complaining too loudly. 'Dilbert' is the designated

voice of discontent for the workplace. I never planned it that way. It just happened." Whether you're the employer or employee, there are ways to reduce frustration in the workplace. Try:

Requiring accountability of all parties, including yourself. If you're the boss, inquire and listen for areas of concern, then make sure you address them. If you're the employee, speak up. There are many prudent ways to communicate without being accusatory, demanding or insulting. Frustration leads to a reduction in production, contentiousness and can create derision.

Communicating consistently regarding performance. Annual reviews and goal setting are not enough to generate the ongoing feedback most employees seek. While

many employers believe that a paycheck and a nod are sufficient, most employees want to understand their impact on the big picture. Create an agreement for ongoing conversations. Concentrate on common goals, strategies and potential challenges.

Creating smiles. A work environment that rewards its employees for their performance, and encourages lively and entertaining interaction, often will excel. Encourage your employees or peers to share lighthearted adventures in order to create a bond. When you do, you often will find that they share many of the same frustrations, and clearing the air is usually much easier with an ally.

Bruce Rosenblat is president and COO of PAAR and Company, a nationally recognized executive coaching firm. Contact him at 248-330-1363 or brosenblat@paarco.com.

Career Calendar

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THE BIG EVENT
April 4 (THURSDAY)
U.S. Chamber of Commerce Hiring Our Heroes Job Fair
Ford Community & Performing Arts Center, 15801 Michigan Ave., Dearborn
11 a.m.-2 p.m.; free
313-584-6100
This hiring fair is for veteran job seekers, active duty military members, guard and reserve members, and military spouses. Register at HOH.GreatJob.net to guarantee admission; walk-ins are accepted but not guaranteed a spot.

Also on the Calendar:
April 11 (THURSDAY)
Crystal Mountain Resort Spring Job Fair
Crystal Mountain Resort, Crystal Center, 12500 Crystal Mountain Drive, Thompsonville
1-5 p.m.; free
www.crystallmountain.com
Interview with hiring managers for available summer jobs in food and beverage, recreation, golf course maintenance and other areas. Applicants must apply online at www.crystallmountain.com prior to attending the job fair.

April 24 (WEDNESDAY)
"Imagine the Possibilities: Non-Traditional Health Careers for Men"
Henry Ford Community College main campus, Health Careers Education Center, Room H-150
8 a.m.-1 p.m.; free
313-845-9617, breddinger@hfcc.edu
This Perkins-funded event is coordinated by HFCC's University Transfer, Advising & Career Counseling Center to improve gender participation and completion in nontraditional programs of study that prepare individuals for under-represented occupations. The event will include a keynote presentation and discussions on occupations such as nursing, pharmacy technology, radiography, respiratory therapy, surgical technology and more. Admission is free and includes breakfast and lunch; drop-ins are welcome.

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