

Monday, November 17, 2008

More

**GET 2 WEEKS FREE**

**SUBSCRIBE NOW!**

[Log In](#) [Register for FREE](#)

## CAREERS

[U.S. Edition](#) [Today's Paper](#) [Video](#) [Columns](#) [Blogs](#) [Graphics](#) [Journal Community](#)

[Home](#) [World](#) [U.S.](#) [Business](#) [Markets](#) [Tech](#) [Personal Finance](#) [Life & Style](#) [Opinion](#) [Careers](#) [Real Estate](#) [Small Business](#)

[News & Trends](#) [Reinvent](#) [Career Strategies](#) [The Juggle](#) [Office Life](#) [Executive M.B.A.](#) [Education](#) [Who's News](#) [Columns](#)

TOP STORIES IN  
**Career Journal**

[Unemployment Rate Hits 8.5%](#) 1 of 10



[Unemployed Lose Fallback Options](#) 2 of 10



[Some Employers See Hiring Opportunity](#) 3 of 10

[Mc](#)  
[Vic](#)

CAREERS | NOVEMBER 17, 2008

# Job Seekers Bend Ears of Advisers, Recruiters

Article

Comments

[MORE IN CAREERS MAIN >](#)

Share:

Text Size

By SARAH E. NEEDLEMAN

Seconds after exiting Interstate 10 in Phoenix one afternoon last month, Joe Cockrell saw a state trooper signaling him to pull over. But instead of demanding his driver's license and registration, the patrolman asked, "What's Jobing.com?"

Mr. Cockrell breathed a sigh of relief. His Ford Escape was wrapped in an ad for the specialized employment-listing site and it had been attracting a lot of attention.

The trooper "said his wife had just got laid off and they have a baby on the way," recalls Mr. Cockrell, who until two weeks ago was director of public relations for Jobing.com. He gave the trooper his business card and a company pamphlet listing job-search tips. He says the trooper thanked him -- and added: "Be sure to turn on your blinker when exiting the freeway."



Associated Press

Recruiters and advisers say they are being bombarded by job seekers.

As the nation's unemployment rate soars, professionals who provide job-related services -- such as career coaches and executive recruiters -- say their advice is in high demand. Layoff victims ranging from clients and business associates to family and friends are seeking their help in finding jobs. And while they're trained to keep an emotional distance, some say the reverberating fear coming through people's voices is starting to tug a little too tightly at their heart strings.

"It's hard not to be affected," says Mr. Cockrell, who joined Jobing.com in 2007 and recently changed employers after learning that his position and several others at the employment site were going to be eliminated. "People are just worried sick. I wish we could help every single person who needs a job."

Over the past few months, Aaron Brooks, managing director at the Chicago-based recruiting firm Mergis Group, says several laid-off executives have told him that if they don't find a job soon, they'll have to sell their homes. One added that his teenage son had just quit his after-school activities to save his family money. "I got a lump in my throat when I heard that," says Mr. Brooks.

A laid-off Lehman Brothers executive broke down in tears during a recent session with Ray Sclafani, president and founder of ClientWise, an executive-coaching firm. This person explained that he'd lost most of his retirement savings when the investment bank collapsed. "I've had to work really, really hard on making sure ... not to get emotionally involved," says Mr. Sclafani.

Making matters worse, employment experts say, their workday no longer ends when they leave the office.

THE WALL STREET JOURNAL

STAY CONNECTED 24/7  
VIA EMAIL NEWSLETTERS  
& ALERTS FROM WSJ.COM

**FREE** Registration

[Sign up Today](#)

### MARKETPLACE

[\\$100K+ Jobs Database](#)

[Resume Writing/Editing](#)

[Leading Executive Search Firm](#)

[The Most \\$100K+ Jobs](#)

[CEO,CFO,COO,CTO,CIO](#)

[Fortune 500 \\$100K+ Jobs](#)

[Industry Leaders Avail. Here](#)

[EXEC Opportunities](#)

[LEADS AND OPENINGS](#)

[Executive Career Change](#)

[GMAT 101](#)

[SmartBrief Job Search](#)

[Online Degrees](#)

[Career Counseling](#)

[Career Marketplace](#)

[Guaranteed Interviews](#)

[China Job Opportunities!](#)

[Six Sigma Training](#)

[Education Marketplace](#)

[Contact Recruiters](#)

### People Who Viewed This Also Viewed...

[On WSJ.com](#)

[In My Network](#)

[Crossword Solution: CD Collection](#)

"I have a lot of friends who work on Wall Street and they're like, 'What do I do?'" says Deborah Brown-Volkman, a career coach in East Moriches, N.Y., who specializes in counseling financial-services professionals. "It's hard because on one hand I really want to help, but on the other hand I have to set a boundary for myself or I would be working all the time."

Sally K. Bales, president of Bales Co., a Jacksonville, Fla., recruiting firm, says she can't turn down the many clients who've been asking her lately to give career advice to their family members. "These people have been good to me over the years and it's payback time," she explains. Ms. Bales admits that her willingness to help out is taking its toll. "I'm definitely on overload," she says. "I'm lucky to end the day at 11."

Some career advisers say they're going to special lengths to help people. For example, Judit Price, a career coach in Boston, says she's lowered her prices for laid-off professionals by up to 20%. "I have never seen people so scared," she explains.

Career coaches at New York University banded together last month to create several new programs aimed at helping seniors land jobs, says Trudy Steinfeld, executive director of the school's career-services department. Among them is a workshop called "How to Recession-Proof Your Job Search."

"Do we feel like we have to be more resourceful and creative? Do we have to hold hands a bit more with the students? Absolutely," says Ms. Steinfeld. "This is when we earn our money, when we can really make a difference."

Write to Sarah E. Needleman at [sarah.needleman@wsj.com](mailto:sarah.needleman@wsj.com)

Printed in The Wall Street Journal, page B4

MORE IN CAREERS MAIN

Email Printer Friendly Order Reprints Share:

Sponsored Links

**\$75k/yr Start Now!**  
Stable Career, Recruiting Biz Explodes In Tough Economy. Call Today!!  
[www.RecruitingProfessionalPro.com](http://www.RecruitingProfessionalPro.com)

**Discount Tire Direct**  
Tire & Wheel Specialists since 1994 - Free Shipping on All Products!  
[www.DiscountTireDirect.com](http://www.DiscountTireDirect.com)

**Job Seekers**  
Find local jobs. Search your listings at Local.com.  
[Jobs.Local.com](http://Jobs.Local.com)

**Add a Comment** All comments will display your real name. [Go to Comments tab](#)

**Related Articles and Blogs from WSJ.com**

[Job Seekers Face More Bleak News](#) APR 04, 2009

['Grandfamilies' Come Under Pressure](#) APR 04, 2009

[Unemployment Hits Most Sectors of the Economy, Except Government](#) APR 04, 2009

[Recession Jobs Losses Top 5 Million](#) APR 03, 2009

**Related News From the Web**

[Hired! With a little help from your friends](#) MAR 25, 2009  
[money.cnn.com](http://money.cnn.com)

[More Employees Stay in Their Jobs](#)

[Pepper ... and Salt](#)

[Editor's Note](#)

[Citi Schedules Town-Hall Meeting](#)

**Video**

[Helpful Services for Those Out of Work](#)  
3:30

[How to Stand Out in a Crowded Job Market](#)  
2:51

[Tips for Smooth Career Changes in Rough Times](#)  
3:42

**More in Careers Main**

[Jobless Rate Hits 8.5%](#)

[Unemployed Lose Fallback Options](#)

[Some Employers See Hiring Opportunity](#)

[More Employers Help Layoff Victims](#)

[Job Seekers Face More Bleak News](#)

**Most Popular**

[Read](#) [Emailed](#) [Video](#) [Commented](#)

- [Opinion: Obama Wants to Control the Banks](#)
- [U.S to Lift Some Cuba Travel Curbs](#)
- [North Korea Launches Rocket](#)
- [Hedge Fund Paid Summers \\$5 Million](#)
- [The End of the Affair With Cars](#)

[Most Read Articles Feed](#)

**Latest Headlines**

[Obama Outlines Disarmament Plan](#)

[More Headlines](#)

**Editors' Picks**



**'Grandfamilies' Come Under Pressure**



**Is Your Investing Personality in DNA?**



**City Tries to Hang On Amid Auto Crisis**



**Cherry Season in Japan**



**When Readers Think Fiction Is Real**

[BACK TO TOP](#)

**WSJ.com Account:**

- [My Account](#)
- [Setup Center](#)
- [Subscriber Billing Info](#)

**Create an Account:**

- [Register for Free](#)
- [Subscribe Now](#)

**Help & Information Center:**

- [Help](#)
- [Customer Service](#)
- [Contact Us](#)
- [New on WSJ.com](#)
- [Tour the new Journal](#)

**About:**

- [News Licensing](#)
- [Advertising](#)
- [Conferences](#)
- [About Dow Jones](#)
- [Privacy Policy - Updated](#)
- [Subscriber Agreement & Terms of Use - Updated](#)
- [Copyright Policy](#)
- [Jobs at WSJ.com](#)

**WSJ.com:**

- [Site Map](#)
- [Home](#)
- [World](#)
- [U.S.](#)
- [Business](#)
- [Markets](#)
- [Market Data](#)
- [Tech](#)
- [Personal Finance](#)
- [Life & Style](#)
- [Opinion](#)
- [Autos](#)
- [Careers](#)
- [Real Estate](#)
- [Small Business](#)
- [Corrections](#)

**Tools & Formats:**

- [Today's Paper](#)
- [Video Center](#)
- [Graphics](#)
- [Columns](#)
- [Blogs](#)
- [Alerts](#)
- [Newsletters](#)
- [Mobile](#)
- [Podcasts](#)
- [RSS Feeds](#)
- [Journal Community](#)
- [Forums](#)
- [My Online Journal](#)

**Digital Network**

- [WSJ.com](#)
- [Marketwatch.com](#)
- [Barrons.com](#)
- [SmartMoney.com](#)
- [AllThingsD.com](#)
- [FiLife.com](#)
- [BigCharts.com](#)
- [Virtual Stock Exchange](#)
- [WSJ U.S. Edition](#)
- [WSJ Asia Edition](#)
- [WSJ Europe Edition](#)

**Foreign Language Editions:**

- [WSJ Chinese](#)
- [WSJ Portuguese](#)
- [WSJ Spanish](#)