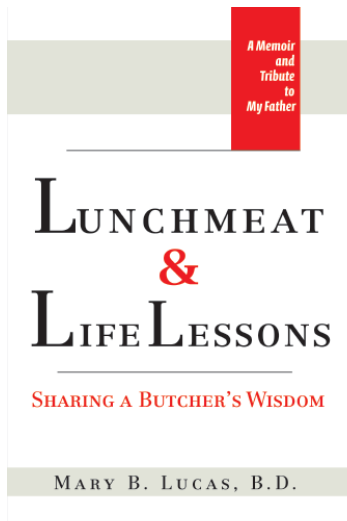


Campus CAREER COUNSELOR

The Eyes and Ears of the Career Services Profession

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Book Review--Lunchmeat & Life Lessons Written By Publisher Peter Vogt

Every once in a while, you stumble upon a book that would never show up on the "Careers" shelf at Barnes & Noble--even though it's brimming with career insights.

Lunchmeat & Life Lessons is one such book, and I'm glad it appeared on my radar screen.

Lunchmeat was written by Mary B. Lucas, B.D.--the "B.D." signifying "Butcher's Daughter." Her father, John Bichelmeyer, ran his own butcher shop for decades in the Kansas City, Missouri area, where he quickly established a reputation for not only exceptional customer service but also genuineness and sheer friendliness.

Lucas notes that, during her growing-up years, she didn't really seek out her father's advice all that much. "To be honest," she admits (p. 11), "I'm not sure I really valued his opinions--that is, until the day I got my first real job and we had our first real adult conversation across the butcher-block table."

That first real job: working as a staffing/placement specialist for a temporary employment agency. (Staffing and placement would become her career for the next 25 years.) Bichelmeyer's advice to his daughter immediately after she had received the phone call offering her the job: "The first hunk of meat you sell is yourself."

"I all but laughed at him," Lucas writes (p. 6).

But her laughter turned into respect for her father's business wisdom once she figured out that he was telling her to be real--to be human--in her interactions with both her employees and her temp firm's clients.

He then added a follow-up piece of advice: "Put the `comeback sauce' on every person you come in contact with." In other words, he was saying, "[D]o whatever you need to do to make sure [people] leave with the feeling that they want to come back again soon" (p. 12).

Lunchmeat & Life Lessons is Lucas's story of tapping these and many more of her father's homespun insights over the years, and then applying them to both her own work and the work of her colleagues and staff.

This is a book you'll want to be familiar with on two levels: 1) For your own professional development (since we're in the people business, after all); and 2) For the professional development of any of your clients who plan to go into a people-oriented field (e.g., sales, marketing, public relations, politics, self-employment/business).

You'll probably be surprised how much you and your clients can learn from a successful butcher--just as Lucas herself was.

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Peter Vogt