

for starters

\$40,000 in Jellybean Row to develop and market his products. The first step was trading equity in the company to a website developer, James Kelly, and to a pair of graphic designers, Lisa McKay and Allison Earle. "First we created a lot of architectural detail," says Meeker. "Then we plaque-mounted them right to the edge of the image to create a row-house effect if you hang them side by side."

Taking the names of St. John's streets, the Jellybean Row series consists of 10 houses that are as vibrant as the originals. Among them: Cochrane yellow, Bond pink, Patrick orange, and Victoria red. The 5x8-inch images retail for \$24.95 each, a price made possible by being mass-produced at a local commercial printing press. "They aren't pretending to be numbered art pieces," says Meeker. "They're home-decor pieces."

By August of 2006 Meeker was shopping his jellybean houses to local retailers. He recounts how he was once

haggling over price and debating counter appeal with the owner of a downtown store when a tourist walked over and started viewing a sample. "He picked it up, looked at it, and said, 'Can I buy one of these?' And the store owner said, 'You can buy it tomorrow.' That made up her mind for her."

Within three months, Meeker had sold about 1,000 of the houses through a dozen shops operated by the Historic Sites Association of Newfoundland and Labrador, several boutiques stores in St. John's, and via the Internet at www.jellybeanrow.com. In the months leading up to the 2006 holiday season, the company came out with a Christmas-themed series of the original 10 houses decked out in holiday candles and wreaths, with people inside who were visible through the windows.

"I see this [business] growing," says Meeker. "I want this to have a fairly large product line with one or two new series added every year." — **Moira Baird**

[career]

HIRE ME, PLEASE! GRAMMAR GAFFES RUIN RESUMÉS

Ever wondered why you never heard back about that job you applied for? A closer look at your resumé might reveal some blunders that have kept HR departments snickering and you unemployed.

According to a new survey conducted by The Creative Group, 33% of marketing and advertising execs say typos and grammatical errors are the most common mistakes that creative professionals make on their CVs. These mistakes can scuttle your job prospects. "Employers often disqualify candidates when they spot even a single typo on a resumé or cover letter," says Dave Willmer, the executive director of The Creative Group.

Sound unfair? Take a look at these real-life resumé blunders, found at Resumania.com:

Language: "Speak English and Spinach."

Experience: "I am a very capapable proofreader."

Education: "1994 – Moron University."

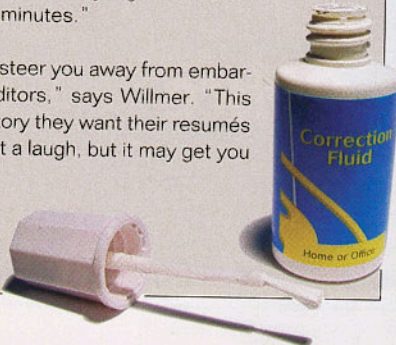
Aside from typos, 23% of the executives surveyed say that including too much information was the worst mistake. Some details, such as the following, are best left off your CV:

Reason for leaving: "Was held at gunpoint and nearly eaten by a giant rodent."

Awards: "National record for eating 45 eggs in two minutes."

Taking care of what goes into a resumé can help steer you away from embarrassing mistakes. "Job seekers should think like editors," says Willmer. "This includes cutting information that doesn't add to the story they want their resumés to tell." So edit your resumé with care; it may not get a laugh, but it may get you a job. — **James Doyle**

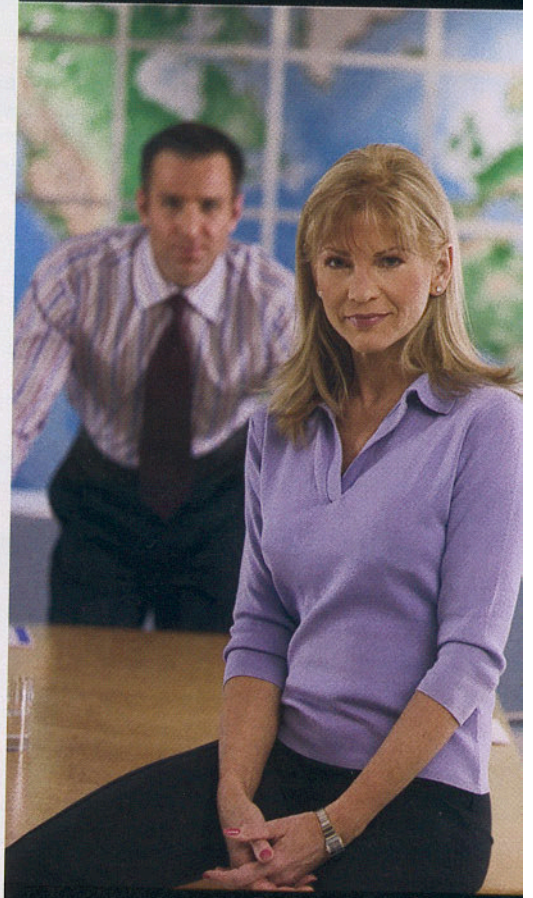
For more resumé faux pas, check out www.resumania.com/arcindex.html.



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