

SPORTS Business

Review

April 2007

Networking

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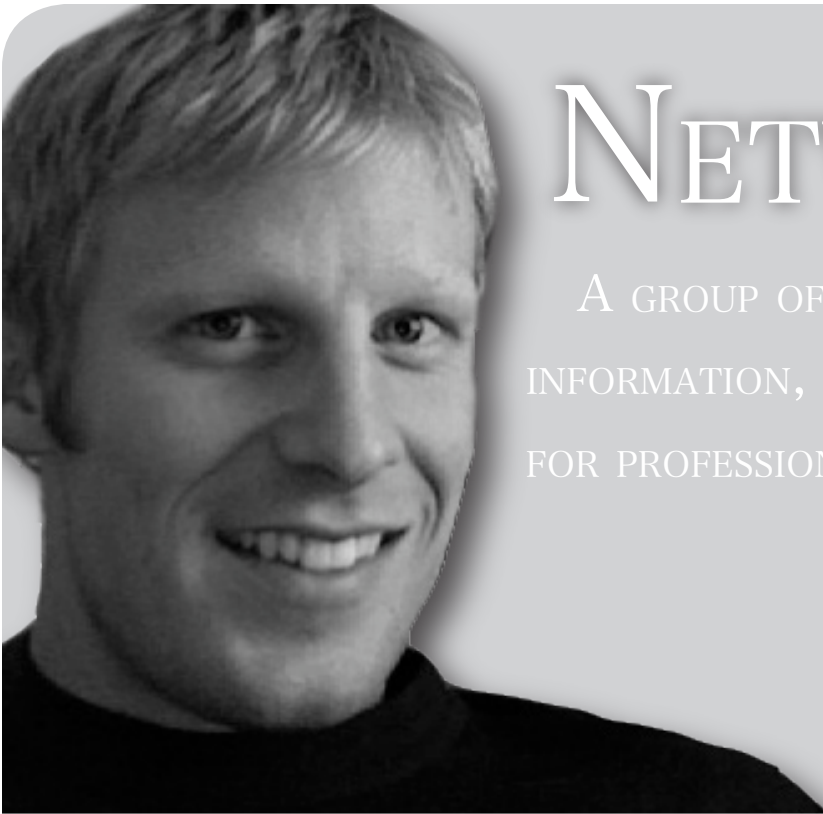
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NETWORKING

A GROUP OF PEOPLE WHO EXCHANGE INFORMATION, CONTACTS, AND EXPERIENCE FOR PROFESSIONAL OR SOCIAL PURPOSES.

- WEBSTER'S DICTIONARY

Letter From The Editor

The business world is successfully governed by many different principles and skills. One of the most valuable is social networking. People are inherently good and like to help each other.

In certain situations, whom you know is far more valuable than what you know. Most of us have been the beneficiaries of a network. Whether it was landing our first job as a kid, going on our first blind date, or receiving a solid letter of recommendation, networking has most likely played a part. A social network is a group of friends, family, or acquaintances whose connections can be leveraged.

We all have social networks, whether we have ever looked at them that way or not. This issue of Spori Business Review is dedicated to helping you learn how to become a better networker. Enjoy.

Joel Nielson

April 2007
Vol. 1, No. 1

LETTER FROM THE EDITOR 1

FEATURED ARTICLE:

PRINCIPLES OF NETWORKING 4

BEST FOOT FORWARD 9

TIPS & TRICKS 12

MORE THAN A DEGREE 17

STORY TIME 21

THE SECRETS 23

MAKING NETWORKING PERSONAL 27

ENTREPRENEURSHIP: THE TRUMP IN YOUR HAND 28

SERVICE 32

WHO DOESN'T NETWORK? 33

ARTICLE EXECUTIVE SUMMARYIES 35

A featured SBR on
NETWORKING

Find out

W H Y

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PRINCIPLES OF NETWORKING

BY: SHER CARLSON

Anyone who has been approached by a salesperson understands the inconvenience of being persuaded to want a product instead of finding a product that is actually desired. If you want to sell anything, the first thing to do is find the people who are willing to buy exactly what you are offering. This marketing principle is true when applied to beginning a career. The likelihood that you will find the employer who is looking for exactly what you can offer professionally varies based on many factors such as supply, demand, economic conditions, technology, etc. Notwithstanding, the likelihood of finding that golden employer is affected substantially by the method of search you employ.

In his work, “Getting a Job,” Mark Granovetter (1995) cites a series of studies carried out in the 1930’s in which blue-collar workers were repeatedly surveyed about how they placed their jobs. The results of the study consistently showed that formal methods of job search—through advertisements, public and private employment agencies, interviews and placements sponsored by universities or professional associations—rarely placed more than 20 percent of jobs, while in contrast, the same studies indicated that 60-90 percent of the jobs mentioned in the study were placed informally—through personal contacts or direct application¹ (p 4).

However, in spite of the fact that the importance of networking is well-known, very little authoritative instruction in the what, where, when, and how of networking is available to graduating college students seeking to find optimal employment. Sadly, when that instruction is available it often goes unheeded, unpracticed, or misunderstood.

The purpose of this article is to provide knowledge of the etiquette of job search networking, the rationales for the rules, and a few of the principles that will not only make you a successful networker, but will enrich your professional and personal life.

The Nature of Networking

Although equally unfortunate, misunderstanding networking is perhaps more damaging to a career search than ignoring networking entirely. An enthusiastic job seeker aggressively seeking to generate new contacts will find little success if he or she has the wrong mentality about networking. A common misperception is that networking means “meeting people to find a job.” This mentality sees networking only as a benefit to the networker seeking a job. The truth is that job seekers who believe this definition of networking will brand themselves manipulative and abusive and alienate themselves more than generate leads to the right employer. Networking is not a self-serving transaction where one shows up, impress another with clever wit and stunning credentials, which results in A) a job

¹ Granovetter defines “personal contacts” as people that the job seeker has come to know for reasons other than the search for a job. “Direct application” means the job seeker has gone directly to the firm without knowledge of a specific opening.

offer, or B) a referral. That interaction more accurately describes an interview, not a networking interaction.

Instead of building new relationships and reinforcing old ones, self-serving networking interactions actually weaken established relationships, destroy budding ones and promote a negative image of the job seeker amongst potential future contacts. Imagine the following fictional conversation between two division managers in different companies who we will call Rachel, who has just experienced a self-serving attempt at networking, and Bud. They are talking about a mutual acquaintance, named Erin.

Rachel: I just met with Erin’s younger brother as a favor to Erin. I am lucky I don’t owe her any more favors because I wouldn’t want to go through that experience again.

Bud: That’s surprising. Was it bad meeting?

Rachel: Well the kid seems bright enough, but he didn’t seem to understand what the meeting was about. I’ve been stressed about the quarter deadlines coming up and I had to work him into my schedule during my half-hour lunch. Then he gets here and immediately starts acting like he’s in a job interview. He hands me his resume and launches into a summary of his qualifications. I don’t even have any positions open right now!

Bud: That’s not like Erin at all. It must not be a family trait. Did you enjoy your lunch at least?

Rachel: No. He took the whole time. Be careful, I think Erin may want to refer him to you.

Bud: I respect Erin, and I can understand trying to help out your younger brother, but I just don’t have time for that kind of interaction.

This is a fictional conversation, yet it portrays how a negative networking interaction can damage relationships in three ways: 1) Rachel won’t give Erin’s brother a job, 2) Bud has been preconditioned to see Erin’s brother as a waste of time, and 3) Erin’s reputation has been indirectly damaged by her association with her brother the self-serving networker.

Douglas B. Richardson (1998), a journalist for the careers and jobs section of the Wall Street Journal, writes about the essence of networking:



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At its most basic level, networking is about respecting people you'd like to form relationships with, the forces that initiate and shape the transaction, the roles of both parties before, during and after the initial meeting and the nuances of the relationship as it develops.

Richardson's definition of networking as the process of developing and maintaining relationships changes the focus of the interaction from the networker to the relationship. This focus recognizes contacts as human beings with legitimate needs and interests of their own. Every time a networker interacts with a contact, the interaction should be seen through the contact's eyes. Instead of focusing on "what's in it for me?" the networker should be thinking about "what's in it for them?" In reality, the time belongs to the contact, who is talking to the networker as a favor.

A Fine Balance

Like all relationships, networking relationships are a balance of needs. Networkers must balance their own need to market themselves in a comprehensive way with the needs of their contacts, which will vary from situation to situation depending on the nature of the contact. Julie Cohen writes, "Networking is something you provide to others, to help them while helping you attain goals. It is a give-and-take process that creates a better situation for all involved. A job searcher is connected with an employer, filling both parties' needs." Although very little research exists about the needs of network contacts, some common motivations can be generalized. Contacts may be willing to be a resource to you in order to:

- **Be important.** A main theme in Dale Carnegie's (1982) book, "How to Win Friends and Influence People" is that one of the most powerful needs a human being has is to feel important. Contacts deserve that feeling because, to the networker, they are in a position of great importance. Being in the position to employ someone or refer someone to an employer is a position of power.
- **Contribute.** Most people like to help when they

are in a position to. It makes them feel good because they have done a service to someone.

- **Expand their own network.** It is beneficial for contacts to expand their networks as well, and being connected to ambitious young talent may turn into an excellent resource in the future. Smart professionals retain close ties with upwardly mobile people.

On the other hand, networkers must see that their needs are met. Networkers need to show contacts that they are worth remembering and hiring. In a networking interaction a networker wants to:

- **Get air time.** In order to leave that impression of competence, the networker has to spend some time talking about themselves and their qualifications.
- **Establish and maintain repore.** Even if there are no job openings available with the contact at the time, that may change in the future. Having repore with a contact may lead to opportunities down the road.
- **Learn.** Networkers need to learn about the contacts, about the industry, and about the companies they are interested in. The best way to do that is likely through the contacts themselves.

Fulfilling all these needs may seem challenging at first. These needs may be balanced in an effective way by keeping networking interactions informal. In networking the risks are basically non-existent. There is no danger in being informal in networking interactions, and there is much to be benefited by it.

Networkers can also shape the outcome of their networking experience by letting contacts know up front what they would like from them. This will give the contact a frame of reference about the role he or she is expected to fulfill, and will also emphasize their position of influence. Consider the position of a contact who receives a phone call from a networker who got his number from a mutual acquaintance. The contact will want to know who is calling, why they are calling, and how they are connected to him/her. Networkers should be ready to decompress a potentially pressured conversation by quickly

introducing themselves, stating why they are calling, and how they got the contact's number. Consider the following fictitious example of an effective decompressing statement over the phone to a contact the networker does not know:

Contact: This is Bob Ingler.

Networker: Hi Bob, I'm Jane Sadler. I'm a friend of an acquaintance of yours, Sadie Jenkins. She told me you were in the aeronautics industry, so I am calling to set up a time I could talk with you about job opportunities in the field. I understand you are very busy so I would like to meet with you at your convenience. Is that possible for you this week?

This decompressing statement is effective because it states directly the purpose of the call, how the networker had access to the number, and politely requests a meeting. Of course a decompressing statement will be different under different circumstances. Consider an alternate scenario in which the contact, James, is already a friend of the networker, Julia. They are talking at his place of work. Julia wants to know if the design department of the ad company where James works has any openings.

James: Hi, Julia! How are you doing?

Julia: Good. It's good to see you. How is your wife?

James: She is doing well. What did you want to see me about today?

Julia: Well, I am looking for a job as a graphic designer, and I was wondering if you knew of any openings here. If you don't know of any here, I wondered if you would look over my portfolio and give me some advice on what I could improve and maybe you could refer me to someone else you know who may be interested in hiring a designer. I know you are busy and I want to respect your time, so we can talk for as long or as little as you would like to.

In this scenario, Julia leaves James with a way out if he does not have time to talk with her, or if he doesn't have any job resources for her. At the same time, she is getting the air time and promotion she needs while maintaining an informal feel. Notice how Julia gave James a few options, all of which potentially meet both their needs.

It is very important that networkers always follow up any kind of networking interaction with a thank you letter or email, simply and positively

expressing gratitude for their time, expertise, and resources. This thank-you note serves two purposes: First, the thank-you note keeps networkers connected to contacts. They remember the networker and what was talked about, and are pleased by the networker's politeness. Second of all, it holds contacts accountable to their commitments to help. Often, a well-intentioned contact will promise a networker access to his/her expertise and contacts, but fails to follow through just because of being too busy. A thank-you note can serve as a reminder and a motivator.

A Process, Not an Event

Another misconception about networking is that once a job has been found, there is no longer any need to network. Keeping in mind that networking is synonymous with maintaining and building relationships, ceasing to put attention into those relationships which the networker already tried so hard to establish will cause them to quickly atrophy.

There are many benefits of maintaining networks long after finding a job. In her article, "Blending Networking Into Your Life," Perry Capell tells the story of Tim Ayers, an executive in the telecommunications industry who exemplifies the lifelong networker. Even though Tim is extremely busy with his work, he always finds the time to blend networking into his life. He keeps a database of over 900 names of people he has talked with over the years, and takes about five minutes every day to call or email some of them. Following Ayers' example and making lifelong networking a lifestyle will enrich networkers' and contacts' lives in many ways.

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Best Foot Forward

BY: DAN BECK

As a college student how you like to go from an eight dollar an hour job, to a 25 dollar an hour job overnight? Through one form of networking that is exactly what happened to me. This form of networking could mean going from a fifty thousand dollar a year job to a one hundred and fifty thousand dollar a year job in life after college.

Most people would just consider networking to be talking to all the people you come in contact with about yourself, but there is one very important type of networking that is missed when you're busy talking. I like to call this type of networking the, "always work hard at everything you do, no matter what it is, because you never know who is watching, it could be your future boss" type of networking. It is a long name I know, but very effective.

My experience happened like this, I was working for my dad's construction company in Idaho Falls, ID and over the years I had gained experience in just about everything to do with road construction and dirt work. Being the owner's son everyone always assumed that I

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had things easy. So to change their opinions I worked as hard as I could on everything I did, and then they worked with me and saw that I worked twice as hard as everyone around me. They also learned I too had to work from the bottom up just like they did, in fact most people around me made more money than I did. My dad didn't cut me any slack for two reasons: first, to teach me how to work, and second, to make sure the other employees had no reason to complain about me having it easier than them.

On many occasions I worked directly with subcontractors who saw firsthand how hard I worked. One particular sub had seen me over the years learning new things and becoming proficient at everything I did.

This sub had just lost his hot plant operator and needed someone whom he could count on to take his place. He needed someone who would work hard and who he could trust. This sub later told me that I was one of the first people he thought of to fill this position because of all the hard work he had seen over the years. He offered me the position starting at twenty-five dollars per hour because he knew I was worth it and I could learn



anything he gave me.

The “always work hard at everything you do, no matter what it is, because you never know who is watching, it could be your future boss” type of networking works, and using that type of networking is how you get that big job offer later in life. The offer that takes you from a fifty thousand dollar a year job to a one hundred and fifty thousand dollar a year job.

WIRELESS
HIGH SPEED.



Tips & Tricks

BY: LIZ NIELSEN

It's not what you know, but who you know. This is a common phrase that many people hear all the time; however, the significance of this simple outlook is often overlooked and not taken for the great words of wisdom that it is. The business world thrives on this theory of making and maintaining connections and using those to benefit one's life and career. It is important to, as one would say, not 'burn bridges' with any individual who could potentially have some say in your future life. We must focus on building bridges that will help build our career.

.....
Social networking takes place everyday, all around us. Networks can be between, managers and employees, teachers to students, and even from parents to children. These are all relationships which will help benefit and influence one's life. The purpose of business networking is very straightforward. It is for an individual to maintain healthy relationships with business affiliates which could possibly have an influence on their future success. In the article, "Business Networking" by Susan Ward, she states:

The best business networking groups operate as exchanges of business information, ideas,





and support. The most important skill for effective business networking is listening; focusing on how you can help the person you are listening to rather than on how he or she can help you is the first step to establishing a mutually beneficial relationship.

It is also important to recognize that business networking does not just take place at the office. Some of the best times to form contacts are during purely social settings. Places such as a restaurant, sports game, or even a neighborhood barbeque – all of these settings are prime places to form contacts and leave them with a lasting impression.

This may seem like a daunting task to make sure that one is making important contacts. In a world of constant busyness and a steady stream of new faces, it makes no sense not to acquaint ourselves with this steady stream of fresh people. There are

such high demands in our business, professional, and personal lives, that it's easy to put social networking on the back burner. There are so many people that need to take higher priority such as: friends, family, coworkers, etc., that it isn't always convenient to find time to make room for even more people.

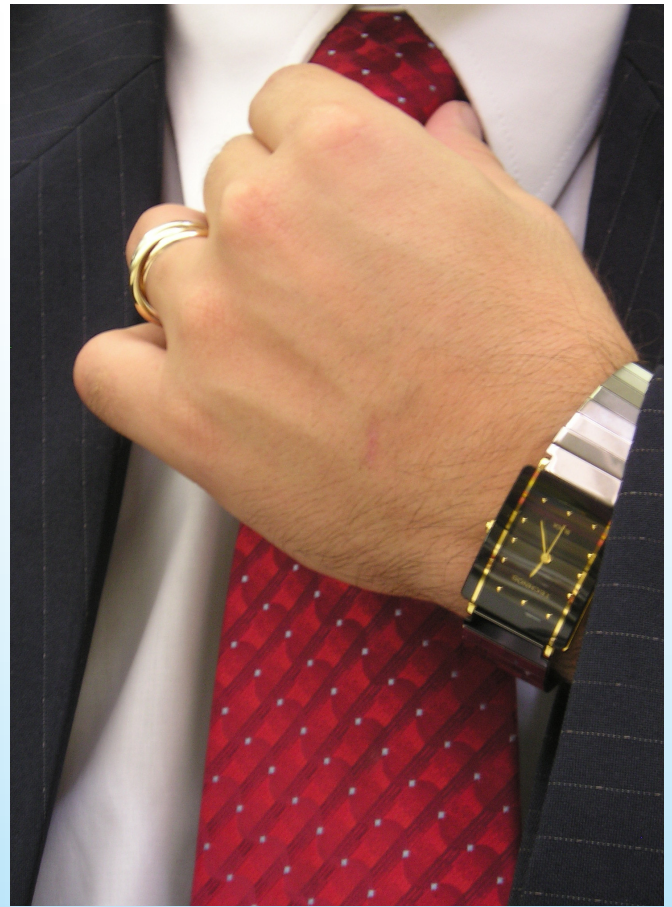
Because social networking is one of the most effective ways of receiving employment, it's wrong to think that we don't have time to meet new people. This is wrong for two reasons. Reason number one: being that we're constantly meeting new people anyway we might as well make time for new people and use them for our advantage. Reason number two is, by not widening our circles of social contacts we may be hindering an opportunity for success in the future. It's all about who you know, and how you know them. We're at such an advantage with the technology and ability we have to travel to new

places, that it's nearly impossible to go somewhere and not meet someone new. We need to use these people and take advantage of the fact that they could be the window to our future. Buzzy Gordon (2004) a well-known publisher states,

It is estimated that the average person knows about 250 people. And each of those people knows, in turn, another 250 or so people. This means that for each new person you meet, you gain access to a potential pool of 62,500 people separated from you by just two degrees! Networking, therefore, is one of the most profitable activities in which one can engage.

Although social networking is the most profitable activity in which we can engage ourselves in, it takes time and effort to effectively network. It only requires a little change in one's attitude, and adopting one effortless rule: That we need to greet each new contact with an eager openness to learn more about that person, a willingness to help, and an offer to stay in touch. It pays to network in person, not only because we get to meet new people, but also we get to keep our communication skills sharp and up-to-date.

There is always the tried and true form of social networking but what about using the technology of the day to help open up one's network. The Internet has over the past fifteen years opened the world to all. It has also opened up the path for many that are seeking work. The Internet has provided technologies that can let one know what positions are open all over the world. There are also web sites that help write resumes and post it so that anyone can see it.



While this great resource opened to the world the same tried and true methods apply even with all the advances that the Internet brought. To find a job one must be persistent and willing to work for it. It is still true today that the old friend of a friend method is how many people find work. The Internet is can now be a way to help do that. It is called social networking. Everyone does it in one way or another look for contacts that could help in the future. Now the Internet is a tool that promotes this. There are web sites like Facebook and Myspace that connect us on a superficial way. There are also web sites that will help connects us in a professional way. Douglas Wolk (2004) said, "More than a hundred Web sites attempting to map and facilitate these interpersonal relationships have sprung up in the last few years. They might be the future of both job-hunting and recruiting-even if they're not quite there yet." He

explains to us that these sites are new, but that they may have the potential to help us in the future to become connected with people who can help us find the jobs we need.

Right now these sites are in their infancy and they will continue to grow. Wolk explains that sites such as Orkut or Tribe communities currently are used to help people interact and support growth within their organizations; that they are more for community building than job seeking. (2004) When possible though it is not bad to take advantage of these sites they can help us interact with people that have influence and as we have all heard it is not what you know but who you know that gets you the job. Wolk speculates that the real usefulness of these sites to recruiters is yet to come but he does believe that it will come. The job market is very competitive and while these sites would not be the ones that we should use first they are good to help us keep the options open and to form relationships that count and that could further help us find what we are looking for in employment.

We know that it is through this form of networking that we can advance our position in life. One story of how networking is the greatest help comes from a controller in Upland, California. In his own words Bryce Nielsen shares what happened to him because of social networking:

On October 31, 1983, I was unexpectedly laid off from my job as a small business consultant. One of the friends I worked with, who had gotten another job a few weeks earlier, called me a few days later to tell me that one of our clients had decided

to hire a controller, and had contacted him. He wasn't interested, and referred me to the company. In the next week, I interviewed with the vice president and then with the president/owner of the company. They felt that my background was a good fit, and I started work with the company on November 15, 1983, three days before my daughter Elizabeth was born. I am still with the company and am a corporate officer. Social networking has been a great benefit for him he now often gets the opportunity to refer people for a job helping others the same way that someone had helped him almost 24 years ago.(person communication, March 2, 2007)

Social networking is one of the oldest and most successful ways to build bridges and to bring success to our lives. The only way that social networking can hurt us is by not doing it. So remember the next time you have the opportunity to meet someone new, this person could really use your help or help you in the future.

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LIMITLESS POSSIBILITIES...

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SO YOU
TRIED "THE NETWORK
MARKETING THING" AND "ITS
NOT FOR YOU".

What is meant by this cliché explanation? Perhaps it's that you didn't *know how* to make it work for you, so... "it's not for you". Well. You are not alone.

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MORE THAN *A Degree....*

BY: JEREMY LINDSTROM

The Common Scenario

A college education will take a person only so far. Once an education is obtained, a big world waits to see how it will be used. Hundreds of thousands of college grads enter the work force each year grabbing at the first job opportunity that comes their way. Do you know anyone that has a college degree, but is not using it in his or her current occupation? We all do. Why are we taking four years of our lives, spending thousands of dollars, and giving earnest effort to specialize in a professional field we'll never directly use? We have spent the time, money and energy. What is keeping us from landing our dream

A photograph of a graduate wearing a dark grey cap and gown, viewed from the back and side.

With over 70% of jobs landed by newtworking, why not get started immediately? College life offers fertile ground for developing a solid social network. What other time in your life will you be in daily contact with dozens of qualified, connected people? Never. So get started now!

job? The answer is simple.

Making The Vehicle Go

A car has the potential to take us where we want to go, but if we one, don't know how to drive it, and two, don't want to, then having a car doesn't take us very far. A college education is the same.

A great portion of college grads don't land their dream job because they don't know how to drive the vehicle (the degree) that can take them where they want to go professionally. So the trend shows many graduates accept jobs out of convenience, not realizing that those positions are less than what they expected.

A car requires different elements to be a useful tool. Again, a college degree is the same. *Gas is to a car as networking with college professors is to a degree.*

Settling For A Job Based On Ignorance

There are many jobs that are never advertised. According to the Graduate

Recruitment Bureau (2007), "Graduate employers will rely on alternative methods to fill jobs; these include agencies, speculative applications, word of mouth and talking to people whom they have already met. It has been suggested that up to 80% of potential jobs could be hidden in this way."

It is understandable that so many

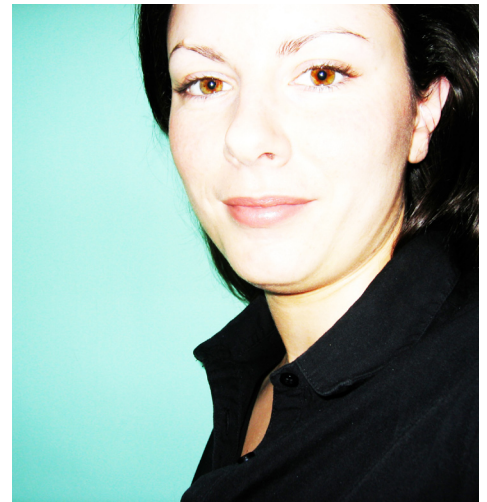
qualified graduates would settle for less than ideal jobs when we observe that many of them don't understand the hiring process. Over half the jobs available may be hidden. How many dream jobs have graduates missed out on because of a lack of networking? Don't worry. It's never too late to start. The college environment is fertile ground for developing a network of relationships.

The College of Communications at Brigham Young University-Idaho has approximately 15 full-time faculty members, most of whom have had years of professional experience in the fields they are now teaching. We could conservatively say that each of these faculty members has experienced two years in their field before teaching; therefore, in a way, communication students have about 30 years of experience and networking at their fingertips.

When put this way, our relationships with college professors prove to be invaluable assets. Once *know-how* is earned it's no longer *what* you know, but *whom* you know that matters.

What Is Networking?

According to MIT (2006), "Networking is the process of discovering and utilizing connections between people. Genuine networks stem from friendships or business relationships. Everyone knows



other people, and thus has a network."

In order for college students to utilize their degrees to their fullest potential and avoid settling for jobs based on convenience and/or ignorance they must network, and developing relationships with their own college professors is the best place to start.

Why Network With College Professors?

Kolin (2007) offers the following: "Networking pays. It is regarded as the most important strategy to follow.... Contacts in the business world are invaluable. Let your professors...know you are looking for a job. They may hear of something and can notify you. Better yet, they may recommend you for the position" (p. 243).

College students work closely with their professors, closer than with any other people save, maybe, their fellow classmates, especially as graduation grows nearer.

Professors know their students' strengths and weaknesses and can help them adjust from graduation to the real world. Dr. Tommy Boone

Gas is to a car as networking with college professors is to a degree.

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(2000) states, “I believe you are surrounded by good professors who are willing to help you take charge and to do what is necessary to get where you want to be. Ask your professors for their support and don’t underestimate their power or willingness to help.”

Students can take the best advantage of professors’ knowledge and experience by making an effort to get acquainted with them both in and out of the classroom. This helps professors come to know students on an individual basis. After professors understand individual students’ needs they can assist by recommending various career options, helping students prepare for career and job fairs, and, most importantly, by introducing students to valuable contacts.

Very few college professors started teaching at that level directly after their own graduation. They spent time in the “real world,” learned invaluable lessons in their fields, and developed lasting relationships. Although they may not be actively engaged now with those companies which they were formerly associated with, which could offer first-rate careers, they are still connected with many influential people. Professors can help their students find the “...80% of potential graduate jobs hidden...” (Graduate Recruitment Bureau, 2007) from those who don’t network.

Even if a professor does not have the appropriate contacts a student can still “...increase his or her chances of

obtaining an influential letter of recommendation—a significant factor in advanced study and employment” (Syracuse University, 2004).

How To Network With College Professors

There are many ways to develop relationships with college professors and create a network with them. Students must reach out, and make an effort to get to know their professors both in and outside of the classroom. Arizona State University (2007) gives the following suggestions:

The first, and best, strategy is to meet with your professors during their office hours. Make an appointment or just stop by. Discuss the reading or yesterday’s lecture. Ask for tips on improving your writing or ideas for future research.

Get to know them.

Actively participating in classroom discussions is, of course, essential but not entirely sufficient in creating a network with college professors. The purpose of visiting with professors outside of the classroom isn’t just to learn more or to clarify what was taught in that day’s lecture but to develop a relationship of trust that can benefit the student as he or she makes the transition after graduation.

By putting forth the extra effort, professors can see that the students truly want to learn and grow and they can begin to get to know the students as individuals, not just as

faces in their classrooms.

Most people enjoy speaking about their professional experiences. Students can start by asking for an interview with a professor. College professors will be excited to share their stories of success while offering suggestions for network contacts that can help students fill their tanks with gas.

Networking with college professors provides students with the effective means to drive their degrees in the most desired direction, the one that will lead to the destination of success.

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Story Time



Network = Comfort

BY: MICHAEL VEDOMSKI

Networking has gotten me seven out of ten jobs since I began working at age sixteen. In case the math is too daunting that is a 70% piece of the employment pie achieved through networking. I started working as an independent lawn mower cutting my parents grass. Soon however, I was cutting grass for a family in my church and for my grandparents. Both of these jobs were because of hearsay. The list continues.

I worked at a pet kennel because a friend knew the veterinarian who owned it. I became an assistant cabinetmaker for the father of a good friend. After an extended trip overseas I came back without any clues to employment. Within a week I networked my way into a great paying and extremely fun construction job.

Notice in each of these situations the speed of the hiring process. The time it took for me to be hired after initial contact with the potential employer was always less than a week. That is because I could get all the needed contact information and that much information about me could be gathered through my friends and acquaintances before they ever even saw me.

In addition, at each new job my pay increased by at least a dollar. And because these were acquaintances of people I knew and often trusted I knew that I would be treated fairly (most of the time). If I had problems it was easier to address them because there was already a small relationship developed.

But what is also important to note is the jobs I did not take but could have. As a result of networking I have a list of jobs that I could take if I needed – right now. I could be a baker, a bus driver, a tutor, an interpreter, a salesman, a home system installer, a framer, a carpenter, a plumber, and the list goes on.

There are also jobs that I know about that I have a better chance of getting because I have the inside scoop. I know how to train, what to learn, and who to talk to. While I'm not completely prepared now, I can be soon, and will tap into those resources when I am ready.

Not only do I reap many benefits, but I can also refer the people I know to those same jobs. I am a resource to those I know. I am worth knowing. Because of networking throughout my life I have the relief and enjoyment of almost certain job security.

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The Secrets

By: Sarah Jackson

Networking is a major part of job hunting. Unfortunately, not many people know how to use networking to its greatest advantage, especially students and recent graduates. There are several insider tips and secrets to effective networking. These include building relationships, thinking creatively, and then nurturing those relationships.

Building Relationships

Building strong relationships is the first major secret to networking. Show genuine care and interest and get to know as many people as possible. This may seem like a daunting task, but you already have a good start. LDS Employment Resource Services (2004) explains, “Members of The Church of Jesus Christ of Latter-day Saints have an established network of home or visiting teachers, quorum or Relief Society leaders, members of the bishopric, and other members of your ward or branch” (p. 16). You already have a network in place. It is your family, friends, and ward members. Now you need to help it grow.

Show Genuine Care and Interest

It is important to show genuine care and interest in someone when trying to build a relationship with them. One source expounds on the importance of good

relationships. “Create relationships. The relationships create the jobs” (Frank, 2007). Furthermore, show genuine care and interest, and that will create relationships. Two secrets to accomplishing this are listening and being helpful.

People like to talk about themselves more than they like to listen. Frank (2007) suggests that by listening eighty percent and talking only twenty percent of the time, the other person will feel like you truly care about them. They will also appreciate being able to hear themselves talk without much interruption. In addition to listening, be helpful. Show them just how much you care about them and their needs by offering to help (Frank, 2007). Cook (2006) recommends referring them to one of your contacts that may be able to help them reach their career goals. If you help them, they are more likely to help you in return (Frank, 2007).

Get to Know as Many People as Possible

Just as important as showing genuine care and interest is “getting to know as many people as possible” (Boyer, 2006). You can show all the care and interest in the world, but if you only ever meet five people, you will not get very far. Some secrets to meeting more people include knowing the rule of six degrees of separation, getting three referrals from every contact, and giving referrals.

Boyer (2006) explains.

The rule of six degrees of separation states that theoretically, any given person can reach the entire world population through five other people. It assumes that every person in the world knows one hundred people. Boyer continues. According to the theory, each of your contacts knows one hundred people, each of their contacts know another hundred people, and so on, until reaching the entire world population in just six steps. By knowing and understanding this rule, a



job hunter can gain hope and incentive to go out and meet more people.

With this in mind, make an effort to utilize your current contacts in the effort to meet more people. LDS Employment Resource Services (2004) suggests kindly asking each new contact for two more contacts that may be able to help you (p. 19). Frank (2007) states, “It’s better to be subtle and indirect rather than blunt.” You should not be pushy or rude; just casually ask. Most people are glad to help.

Finally, Boyer (2006) recommends that you give referrals. This goes along with helping them so that they will help you. Boyer goes on to say that you cannot expect them to do all the work. People are always looking for better opportunities; Boyer suggests offering referrals to the people you meet. They will appreciate the gesture and be even more likely to offer you a referral or two in return.

Building relationships is essential to networking. By utilizing these secrets, a network can quickly grow and expand. You just have to remember to show genuine care and interest in the people you meet and get to know as many people as possible.

Thinking Creatively

You know that building relationships are important to networking. You are showing genuine interest and meeting more people, but you still do not have the job you want. Cook (2006) states, “Networking without a clear strategy is like investing by throwing darts at the stock page blindfolded.” You need a clear strategy. Now is the time to think creatively. You must make yourself stand out from the crowd. Be remembered, create a presence for yourself, and market yourself.

**Be remembered, create
a presence for yourself,
and market yourself.**

Be Remembered

You can meet all the people in the world, but it will not do you any good if they do not remember you. There are several ways to be remembered. They include using a memorable story, mixing things up, and “giving more than you get” (Frank, 2007). Come up with an interesting story. Ginsberg (2007) states, “People don’t remember things, they remember stories.” One of the best ways to be remembered is to have an interesting story. Ginsberg explains that it can be about how you chose your field or how your business got started. It can even be about how you learned a job related skill or a valuable life lesson. Just make sure it is appropriate for the situation. Ginsberg continues, “Practice saying it aloud. Make it funny. And tell it to everybody.” The more you tell your story, the more people will remember you. Ginsberg points out that they may even help you out by telling your story to someone else. An interesting story will make it easier for people to remember you.

In addition to having an interesting story, mix it up. Do something unexpected. Ginsberg (2007) suggested that you “mix the medium.” He explains that when someone sends you an email, immediately try to find a phone number for him or her. Ginsberg then suggests calling them up in response to their email. They will be so surprised that you called instead of waiting a day or two to send an email response. Ginsberg has received several small jobs this way. Do not be afraid to get out there and do something truly creative and unexpected. People will remember it, and you will get results.

Finally, “give more than you get” (Frank, 2007). Nothing shows someone how much you care about him or her and their interests than giving freely of yourself. Cook (2006) suggests offering your knowledge and resources without expecting anything in return. In general, just be a nice caring individual. People will respect you for it and will often feel inclined to return the favor.

Create a Presence for Yourself

Part of being remembered is creating a presence for yourself. Get your name out there. Ginsberg (2007) suggests writing speeches and articles. Being

published in a pertinent magazine will introduce others to your experience and expertise. Ginsberg adds that you should not be afraid to talk to the big shots in your field. One might just surprise you and aide you on your way. Finally, in this age of technology, starting or joining a professional blog might be a good idea. It will help you be noticed and gain respect from others in your field (Ginsberg).

Market Yourself

Another good way to be remembered is to market yourself. First, create a short speech about yourself. LDS Employment Resource Services (2004) recommends keeping it short, around thirty seconds (p. 11). Remember, people would rather talk about themselves than listen. LDS Employment continues, “[Highlight] only those details that are most pertinent for the person or organization you are talking to” (p. 11). Take a few sentences to sum up your experience and your best qualities. A potential employer already has your resume; you are just giving a quick overview and reminding them why they should hire you or help you in your search.

In addition, take a proactive approach. Everyone uses help wanted ads, but be creative with them. Hayden & Traditi (2006) state, “Surveys estimate that 74% to 85% of available jobs are never even advertised.” This is a major networking secret. Most jobs are not advertised. They go on to say that by only looking for those that are advertised, you greatly limit yourself. See who is hiring and call similar companies to see if they are also hiring. Hayden and Traditi also suggest contacting the companies that do have ads, and seeing if they have any positions in your field. The odds are that someone will be able to help you. Think creatively. Be remembered by creating a presence and marketing yourself. Be willing to do the unexpected. Building relationships is not enough; you have to stand out from the crowd.

Nurturing Relationships

Now that you have several contacts and relationships established, do not let them disappear. Hayden & Traditi (2006) state, “No one will remember you if they hear from you only once.” Nurture the relationships and keep them alive. Stay

in touch, continue building the relationship, and keep networking.

Stay in Touch

Stay in touch with all of your contacts. If they cannot help you right away, they will likely be able to help you later. For this reason, it is important to organize your contacts. LDS Employment Resource Services (2004) suggests keeping track of contact information. This may include which contact referred you to them, whom they have referred you to, how long since you have contacted them, and what you discussed (p. 19). This will make it easier to see whom you have not contacted in a while. Boyer (2006) recommends that you contact them to chat, keep up with their needs and interests, and see if they know any new people who might be able to help you. Organizing your contacts and keeping in touch with them is important to networking.

Continue to Build Relationships

Staying in touch goes along with continuing to build relationships. If they never hear from you, they are not likely to be willing to help you. They will only feel used. However, if you contact them once a month to see how they are doing and casually ask about new referrals, they will feel like you care. You will build a friendship, and both of you will be apt to refer the other.

Keep Networking

Finally, keep networking. Hansen (2007) reminds that networking can be useful even after you land that big job you wanted. Someday you will probably want to look for another job. It would be daunting to have lost touch with all those contacts you worked so hard on and have to start again. In addition, you never know when one of those contacts will come in handy. Even if you never need their help again, they may need yours. Besides, by that point, you will have several new friends, and you will want to keep in contact because of the relationship you have with one another.

After all your hard work, remember to nurture the relationships. Stay in touch with your contacts. Keep up with what is going on in their life and show genuine care and interest. Do not let your relationships go, even after you find a job.

Build, Think, and Nurture

Effective networking includes building relationships, thinking creatively, and then nurturing those relationships. Build relationships through genuine care and interest and getting to know as many people as possible. In addition, think creatively. Be remembered by creating a presence and marketing yourself. Finally, nurture your relationships; stay in touch, continuing building your relationships, and keep networking. Networking plays a major role in finding a good job. Now that you know the secrets to effective networking, go out there and get that job!

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MAKING NETWORKING PERSONAL

BY: JUSTIN GREER

Networking is a big part of what it takes to make it in the professional world. The old cliché, “It’s not what you know, but who”, can literally be true. You already know many influential people who are ready to help you out.

I have found in my own life that networking starts at home. One of my first jobs was working with my father’s business partner. I worked inspecting homes that were on the real estate market. I learned a lot from that job, and because of it my father and my former boss are still good friends, I know that I have a reference waiting for me. I only received that job offer because I had a contact in that market. Now, because of working for that man, I can branch off into other markets that he is involved in.

Even the current job that I am working at now is because of networking. I let one of my closest friends know that I was in need of a job, and he went out and helped me find one. He used his contacts to

help secure me this position.

An important part of networking is having the appropriate attitude. You cannot go around expecting people to help you. Look for opportunities to help others as well. Every time you meet someone for the first time, remember that they know people that you do not. They have influences that you do not. Also, don’t be afraid to let others meet contacts that you may have. Networking is a game of giving as much as it is receiving. Find a group of contacts, and be willing to refer people to that group. You will have a better chance at meeting new people and expanding that group.

I am already looking towards the future. I have a new job set up as soon as the summer starts. And yes, once again, this one came to me thanks to networking. In one of my classes at the university last year I met Jonathon Kinde. He introduced me to his job working at FEDEX. While talking with him, I realized that I already knew someone who worked there.

Through Jonathon, I was able to contact my friend and found out that he was looking for someone to drive his route this summer. I gladly accepted. Now I will have the opportunity to meet with a lot of new people, and have the chance to meet their contacts as well.

I have been given many good opportunities thanks to simple networking. It is as simple as asking my father to see if any of his associates were hiring, to asking one of my friends to introduce me to people that he worked with. I found jobs that gave me what I needed at the time. Now I have a chance to help out others the same way.

Remember to look for opportunities to give contacts to other people. Truly make it personal. Start a networking group with people that you are already close to and then start branching out. You know more people than you think. And they know a lot more people than you do. So don’t be afraid, get out and help someone help you.



Entrepreneurship:

The Trump In Your Hand

BY: ANDREW WILLIAMS

As most American youth make their way through college their focus is on making the grades and building up a solid set of skills that will make them an attractive candidate to the corporate world. Often this emphasis on grade grubbing and test scores takes focus away from why an education is so important. Good grades might get the job, but they won't get promotions or the long-term satisfaction that most desire.

An idea that many college students fantasize about, but quickly dismiss is that of being their own boss. It is easy to say "I'll do it later on, when I am established and know what I am doing." When the time finally does come that our lives are stable and we could possibly afford to take the entrepreneurial plunge, it becomes too easy to say that we are comfortable with the nine-to-five desk job that offers a sense of security and stability. It is now, when we have so very little to lose that we are best equipped to make the blind jump and see where we land.

In a speech given at the 1998 Brigham Young University commencement, Muhammad Yunus (1998) said:

Today we would have lived in a different kind

of world if economics started out with the premise that all human beings are potential entrepreneurs (which they are). All that an individual needed was an opportunity.

What better time do we, as soon to be college graduates, have than now to build something of our own? Our minds are young, malleable, and un-muddled by the ideas and values of corporate America. This is when we can best adapt to the strains and stresses of grasping the opportunity to be an entrepreneur.

There are almost limitless opportunities out there to provide something new to the public. Whether it is a completely new product or just a new spin on an old idea, it can be done if you possess the characteristics necessary to get your idea out there and make people want it. Probably the biggest fear people have of going it alone in the business world is that they will fail. This is a very real possibility, eighty-five percent of



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all new businesses fail in the first five years, but it can be countered with preparations you can make now. There are certain qualities and abilities which most successful entrepreneurs possess that we must obtain now in order to prepare for a future in this path.

An entrepreneur must be a learner. This doesn't necessarily mean that you must have a 4.0 GPA. It only means that you can see your own mistakes and failures, and those of others, and learn to avoid making the same ones over and over again. You learn to tolerate the fact that sometimes you can and most likely will fail, but you are ready to dust yourself off and try something new. You are an observer. You can see how others' ideas or plans didn't quite take them to the level they wanted to achieve, but how you can take your own desires and fulfill them. You have that long-term vision for the future of your business.

As an entrepreneur you need to be able to get others to work with you and for you to achieve your goals. A significant part of this is projecting your goals and dream onto your employees. It is when your employees catch the vision that you have had all along that they will best serve the purposes of the business and become an irreplaceable asset to your plan. As you will not be doing the majority of the work hiring the right employees is a key to success. You need to find the right employees with the right attitudes. You need to be able to share with them your goals and desires, and instill in them the desire to achieve those goals just as badly as you do. You need to value your employees. If you are careful and surround yourself with workers that have the same mindset as you, you

Communication is key to the success of an entrepreneur. You must constantly be communicating with everyone around you. You must be always on the lookout for new ideas and new connections.

will be able to achieve the success that you strive for and that they desire as well. They will then prove themselves invaluable in helping your idea or business to achieve its potential. Instill an attitude of winning, an attitude of success, and you will win.

An entrepreneur's venture does not rest solely on his/her shoulders. To attain success, you need to be able to sell yourself to more than just your employees. You need outsiders to believe in you and trust you enough to invest in your ideas. As R. B. Reich (1987) said, "Leadership, management ability, and team-building are essential qualities of an entrepreneur." Your level of commitment will largely determine what those around you are willing to do. You need to have enough self-confidence to strive to achieve your high goals and make others believe in them.

Becoming a successful entrepreneur will not be easy. You are not alone in your quest for the success of your idea or business as many entrepreneurs feel their ideas are equally worthy of attention. What may help you and your concept stand out will be your high level of drive and energy, and your intense competitive urge. We must keep in mind however, that success should never come by lowering your own self-imposed standards. A successful entrepreneur is self-disciplined and has a clear idea of what is right, wrong, and more importantly ethical. You will need to hold yourself accountable for the decisions that you make. In the end, as an entrepreneur you need to believe that you can in fact control your own destiny. You need to strive to always remember your sense of purpose.

Communication is key to the success of an entrepreneur. You must constantly be communicating with everyone around you. You must be always on the lookout for new ideas and new connections. Everyone that you meet is a potential client, investor, or even a possible employee or might introduce you to someone who could be any one of the three. You should be looking for opportunities to help people; you will then

be in a position to ask for help as well. When you do something for someone else, they are more likely to do something for you in return.

The idea of trading favors brings into view the idea of networking to further your cause. Many times we see networking solely as a way to get a job. In many aspects it can be applied just as well to building your own business. One of the most difficult tasks for an entrepreneur when starting their own venture is getting connected with people who will fund the business and also those who can supply all of the necessities to maintain the flow of daily activities. Using others' connections can make this daunting task much easier to complete.

Another bonus of having a large pool of contacts is the ability to learn from what others have done. Part of this is being able to incorporate mistakes which others have made into your plan so as to not have to make those mistakes for yourself in order to learn the lessons that accompany them.

Beyond your own desires for success and those of your employees, is the one attribute that successful entrepreneurial companies share. They are all deeply, thoroughly and permanently committed to the endeavor which they have started. As was stated earlier, your level of commitment will largely determine what those around you are willing to do. It will also help to determine how passionately they will work for you. Your goals must be your dreams. You need to start now to determine how important your dreams are to you and your future.

Robert Heller (2006) gives some qualities of entrepreneurship and the importance of commitment to your business.

How do these attributes stack up against the actual careers of great business founders? We found nine entrepreneurs whose key success factors fitted the nine: but all nine men were bound together by a common tie. They were deeply, thoroughly and permanently committed

to the enterprise in which they passionately believed - and all the nine attributes represent facets of this commitment.

This statement allows us to see the actual level of commitment that is required. It is impossible for you to only do your duty and succeed. You must permanently and completely commit yourself to reaching your goals. This is the only level of commitment that will bring together all of the needed attributes and deliver success to your enterprise.

So as you come to the end of your college experience, ask yourself "Where do I want to be in the future?" If nine-to-five in a cubicle is your answer then go for it, but if what you seek is an opportunity to control your own destiny then maybe you too should consider entrepreneurship as your career choice.

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Service

is a pill that not only nurtures the soul...

but also your
SOCIAL
NETWORK.

BY LARA SMITH

The hardest part of networking is utilizing resources because most people are too afraid to get out and ask for help. I know in my own experience it has been hard for me to let others help me to get where I need to go. Most people would like to believe that they could complete their goal on their own two feet, no assistance. In most cases this isn't true.

When I was in high school it was a requirement for graduation to complete at least 100 hours of service, and some people started on their hours in their junior year to get extra credit with more hours. We needed to do community service for either our city, help an organization, or help an individual. Finding activities that would fit into my busy schedule weren't appearing like I wanted them to. I needed help. So, I started to ask different friends, teachers, and church leaders if

they knew of anything that I could do.

My friend Mandy Bradley told me that she was currently doing volunteer work at a physical therapy clinic for disabled children in Kansas City, and that she was sure that I could come and volunteer as well. We called the head therapist, and she was more than happy to have me come. I was able to volunteer there between four and eight times a month during the school year, and even more during the summer. I was taught how to do some basic stretching exercises, and even Hippotherapy, which is a therapy that involves a child riding a horse as you help them. It was a very rewarding experience, and I learned a lot from the instructors and the patients. I was able to see results as young children progressed from wheelchairs to walkers, and then finally walking on their own.

I continued to volunteer there for a year-and-a-half, which opened up more opportunities for my volunteering. I had the opportunity to volunteer as an aide in a home for an elderly

woman who couldn't care for herself. Because of my previous volunteer work as a physical therapist (P.T.) my disabled sister's P.T. was interested in helping me to further my volunteer work and interest in physical therapy. She set up the appointment for me to meet with the family of the elderly woman, and I was able to bring her care.

Learning to let yourself accept help from others, and also seeking the connections through your friends is essential to get ahead in any career. Because I was willing to ask my friends for help I was able to have many doors opened for me, and it helped me to decide more on what I wanted in my career choice. Not only that, but I was able to help my disabled sister more fully through the skills that I attained as a volunteer P.T. Having the opportunity to utilize your resources is essential, and then you have to actually utilize the resources to effectively network.

WHO DOESN'T NETWORK?

BY: JON ITRI

The biggest question is who doesn't network? Everybody does it in some way or another. When you're at school or walking down the street there is always a networking experience. By talking to people you are setting up a network for yourself. My first job I received was through a friend. I wasn't really looking for a job, but he thought it would good for me to work with him. Needless to say he helped me get an interview and get hired. Being able to know someone made the process of getting a job so much more enjoyable. Your reference was already right there. It was not the most glamorous job, working at a concession stand, but it was such a benefit to already know someone. It made getting to know the rest of the employees a lot more enjoyable. I didn't have to introduce myself to them because he did it for me. This experience led me to strive to get all my jobs through people I know. I was able to receive a good job and work with someone I liked. I was a little leery at first because I didn't want our friendship to get broken because of our correspondence in the work place. The complete opposite happened though; I gained a greater relationship with my friend and made other networks available through the work.

Why is this all pertinent? There are many companies trying to start



each day. The SBA (Small Business Association) shows that "Two-thirds of new employer establishments survive at least two years, and 44 percent survive at least four years (p. 2)." The rest of them unfortunately fail. So how can you give your business a greater chance of survival? The answer is through networking. It starts from when you think of an idea to start a business. You start off meeting people in a field that is similar. Let's give an example of someone starting a baseball clinic/school. He would first want to speak with others in the similar field of expertise. Find out what works and what doesn't. Check out the demographics of the area to see how many people he needs in an area to assumedly gain a profit. Discover what the income rate should be in the area, etc... Perhaps you would even like to find people in not the exact same field but one similar. Meet people who have a sporting goods store. This should help give you an estimate of how many people are interested in sports in a given area.

With that you have gained that many more people who are now resources. You did not just expand your knowledge but you opened up many more doors ofw people who could help your business survive. In general, most people want to help others out. If you increase your pool of people you know when you hit the rough spots you'll have the ability to ask someone for help. Someone who has most likely been in a similar situation. This can help your business have a better chance of making it through those first really difficult start-up years.

So we bring it back to our original question: who doesn't network? The answer is should be no one. It is much too beneficial to get out of your comfort zone and meet people. Meeting new people not only helps you but it helps those you meet. You then become a resource for them as well. It is beneficial to all involved. So get out there and meet more people!



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Principles of Networking

By: Shem Carlson

There are few who would disagree that networking is the most effective way to find the best possible employment. However, due to the popularity and publicity that networking as a concept has enjoyed in recent years, this principle has been widely misunderstood by the public. Job-seekers who choose to network should view their networking interactions as attempts to build and maintain meaningful professional relationships. To do this well, networkers must view their interactions with contacts from the contact's point of view, balance their needs with the needs of the contacts, and maintain relationships long after the initial contact has been made. Networkers who follow these guidelines will not only find employment, they will also find that their professional and personal lives have been enriched by the lives they have been a part of.

Best Foot Forward

By: Dan Beck

When you work hard not only will you feel good about your work and get a lot done, you might just find yourself with a job offer to a better job at a higher pay. One should always work as though they are being watched by a future em-

ployer. The “always work hard at everything you do, no matter what it is, because you never know who is watching, it could be your future boss” type of networking works and using that type of networking is how you get that big job offer later in life.

Trips & Tricks

By: Liz Nielsen

It's not what you know, but who you know. This is a common phrase that many people hear all the time; however, the significance of this simple outlook is often overlooked and not taken for the great words of wisdom that it is. The business world thrives on this theory of making and maintaining connections and using those to benefit one's life and career. It is important to, as one would say, not ‘burn bridges’ with any individual who could potentially have some say in your future life. One must focus on building bridges that will help build their career.

Social networking is one of the oldest and most successful ways to build bridges and to bring success to our lives. The only way that social networking can hurt us is by not doing. So remember the next time you have the opportunity to meet someone new that this person could help you find a great job in the future.

More Than A Degree

By: Jeremy Lindstrom

A college education will take a person only so far. Once an education is obtained, a big world waits to see how it will be used. Hundreds of thousands of college grads enter the work force each year grabbing at the first job opportunity that comes their way. Do you know anyone that has a college degree, but is not using it in his or her current occupation? We all do. Why are we taking four years of our lives, spending thousands of dollars, and giving earnest effort to specialize in a professional field we'll never directly use? We have spent the time, money and energy. What is keeping us from landing our dream job? The answer is simple.

Story Time

By: Mike Vedomski

Because of networking throughout your life you can have the relief and enjoyment of almost certain job security.

There are also jobs that you'll know about and have a better chance of getting because you have the inside scoop. You'll know how to train, what to learn, and who to talk to. While you may not completely prepared now, you can be soon, and will tap into those resources when you are ready. Not only do you reap many ben-

efits, but you can also refer the people you know to those same jobs. You are a resource to those you know. You are worth knowing.

The Secrets

By: Sarah Jackson

If you have ever wondered why some people get all there jobs through friends and you're always on the job hunt this article will help you out. It will give you some secrets that will help you more successfully network. Starting with building relationships, it goes through different ways to make your-self more marketable. Ideas to help you be remembered. Next, it mentions how to have the relationship nurture and continue to grow. So be prepared to learn how to build, think and nurture your relationships.

Making Networking Personal

By: Justin Greer

Networking needs to be personal. Sometimes the easiest way to start your networking pool is with those that are closest to you. Your parents know a lot of influential people. Do your own part. As you help others make contacts, they will help you in return. Keep in touch with those that you contact, and they will help you in the future as well.

Entrepreneurship: The Trump In Your Hand

By: Andrew Williams

"An idea that many college students fantasize about but quickly dismiss is that of being their own boss." Don't be afraid of becoming an entrepreneur. "Today we would have lived in a different kind of world if economics started out with the premise that all human beings are potential entrepreneurs (which they are). All that an individual needed was an opportunity." An entrepreneur needs to be a learner. Learn from your own mistakes, as well as those of others. You cannot be afraid to fail. Failure brings experience. "One of the most difficult tasks for an entrepreneur when starting their own venture is getting connected with people who will fund the business and also those who can supply all of the necessities to maintain the flow of daily activities. Using others' connections can make this daunting task much easier to complete." Find and use connections. Build your networking pool, and the task of building your own business will seem a little less stressful.

Service

By: Lara Smith

Utilizing Your Resources

The hardest part of networking is utilizing your resources, because most people are too afraid to get out and ask for help. Most people would like to believe that they

could complete their goal on their own two feet, no assistance. In most cases this isn't true.

Learning to let yourself take help from others, and also seeking the connections through your friends is essential in getting ahead in any career. Having the opportunity to utilize your resources is essential, and then you have to actually utilize the resources to effectively network.

Who Doesn't Network?

By: Jon Itri

Everyday is a networking experience and you need to take advantage of it. Friends can help you find jobs that you wouldn't expect. Learn how the writer benefited from a friend wanting to help. Also, find out how you can help your business succeed through others help. You'll learn how you're always networking with everyone you come in contact with.

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