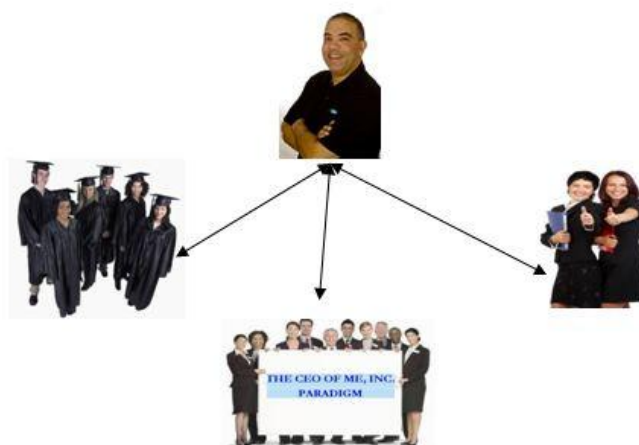




LampLighter

Empowering Today's Professionals, ETP



[Welcome to ETP](#)
[\(Empowering Today's Professionals\)](#)

*We are now known as **Empowering Today's Professionals (ETP)**. As is our tradition, September 1, 2010 marks our 6th new year celebration.*

- Rod Colon, CEO & Founder

ETP was established specifically to help individuals in transition find jobs.

MISSION

Encourage, train, support, mentor and advise fellow CEOs of ME, Incorporated in all aspects of defined responsibilities to their personal Board of Directors.

ETP CORE VALUES

ETP has a special concern for the advancement of professionals worldwide and is committed to

delivering its core values of INTEGRITY, RESPECT, RESPONSIBILITY, and COMPASSION to its members. Today, ETP consists of 13 million LinkedIn professionals and 1000s of members. We are developing teams globally to assist members with their networking and career management programs.

Since 2004 [Empowering Today's Professionals \(ETP\)](#) has helped hundreds of people successfully land jobs and business opportunities. It's a known fact Members land jobs quicker, with over 250 people landing safely in 2009 alone. Combined with Member benefits, Rod Colon's "[Win the Race for 21st Century Jobs](#)" is a must read for anyone who wants to insulate their career from all types of economic conditions.

[Win the Race for 21st Century Jobs](#) [Order Book Now](#)



2 1 5 4 - 5 8 0 4

Lamplighter Articles



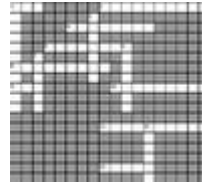
[Welcome Message](#)



[Benefits of ETP Membership](#)



[Lamplighter Survey](#)



[Crossword Puzzle](#)
(Created by Eric Nilsson)



[The Alchemist's Arcanum](#)



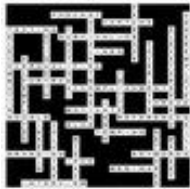
[Barbara Daisak's Tech Tip](#)



[Lamplighter Staff](#)



[Empowering Today's Professionals Who's Who](#)



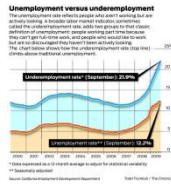
[Crossword Solution](#)



[Heads or Tails?](#)
(Aida Rodriguez)

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)

Featured Writers



[Under-Employed Or Over-Employed?](#)
Thomas Kenny



[The CEO Of ME, Inc. Paradigm](#)
Rod Colon



[Get Out Of Your Own Way— Three Suggestions For Overcoming Yourself](#)
Jerry Clifford



[Your Career is Calling 101.7 The Bronx](#)



[Chip's Ahoy](#)



[Networking Trumps "Unemployed Need Not Apply"](#)
Carl Reid

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)

Welcome Message

The mind thinks in pictures.

You control the pictures in your prospect's mind with the words you use.

Hilton Johnson

Welcome to our October-November 2010 edition of the Lamplighter.



Congratulations to Empowering Today's Professionals on its 6th anniversary (September 2010). Please join us in celebrating this important milestone.

We would like to invite you to listen to **Your Career Is Calling LIVE** every Sunday at 8:00AM EST on Rider University's 107.7 The Bronc and online at www.1077TheBronc.com. The hosts, Rod Colon and Frank Kovacs, will take calls at 877-900-1077 and answer job search and career management questions during the program.

Special thanks to the volunteer staff of the Lamplighter; Eric Nilsson, our design layout expert, Barbara Daisak, our proofreader, and our contributing writers.

We are proud to present you with the following selections:

- A very Special Feature - **Spotlight on Rod Colon** – founder and CEO of ETP
- Rod Colon's "The CEO of ME, INC. Paradigm"
- Lamplighter Survey
- Carl Reid's "Networking Trumps *Unemployed Need Not Apply*"
- Benefits of ETP Membership
- Aida Rodriguez's "Heads or Tails"
- Jerrold (Jerry) Clifford's "Get Out of Your Own Way – Three suggestions for Overcoming Yourself"
- Interactive Talk Show on the Bronc "Rod Colon and Frank Kovacs"
- Eric Nilsson's Crossword Puzzle
- Thomas E. Kenny's "Under-Employed or Over-Employed"
- Chip Hartman's "A New Twist on Taglines"
- Eric Nilsson's "The Alchemist's Arcanum" - *Enjoy the two articles written by Eric Nilsson.*
- Barbara Daisak's "Tech Tip"
- Meet the Lamplighters
- ETP's *Who's Who Membership Hall of Fame*
- Solution to the Crossword Puzzle

Thank you to our readers who took time to fill out our Lamplighter Survey. Please keep on doing it because it really helps us serve you better.

We hope you will enjoy reading this edition as much as we have enjoyed putting it together.



[Go to Spotlight](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)

Spotlight on Rod Colón

*September 2010 marks our 6th anniversary and we are now known as **Empowering Today's Professionals (ETP)**. To honor this important milestone, the Lamplighter would like to honor and spotlight our Founder and CEO, **Rod Colon**. Our special thanks to Rod for generously giving us his time and personal accounting of **"How It All Started."***

"I have 26 years of experience as a corporate HR management insider, outside agency recruiter, professional networker, adjunct professor/lecturer on career management and career coach with an unusual but common sense approach to networking and career management. In addition, I have in-depth knowledge of international staffing, recruiting and networking which gives me the ability to both coach and consult with today's professionals and with executives around the world.



Obviously, I've seen the job search challenge from both sides of the interviewer's desk. Along the way, I've seen many people struggle with the job search and interview process. As a result, I've discovered some of the more obscure pitfalls which trap people when they seek new jobs.

This discovery convinced me to devote my life to helping as many people as possible avoid these traps. I also wanted individuals to experience a much higher success rate in landing the jobs and managing their careers. Because I knew I had a gift for teaching, training, and coaching, I decided to leave the corporate world and pursue my one true passion: the development of an organization committed to networking and helping people in transition. And I didn't want to help these people merely get close to their next job — I wanted to help them nail it down and develop a long-term strategy to career management!

I started *Empowering Today's Professionals* in 2004, at first just to eliminate the tedium of repeating nearly identical coaching and networking training to a long line of individuals. As the organization sprouted roots through e-mail exchanges, I made the decision to move to a virtual community style forum to exchange documents, questions, and job search issues and then supplemented that with a weekly Sunday evening conference call. In the beginning, there were just a handful of attendees. Today, our membership is global and growing steadily.

The foundation of our community service organization is to educate each individual (student or professional) to manage their career as a business. Each individual will promote himself or herself to the position of CEO of ME, Inc. and make a conscious decision to run their career as a business. I have seen personally how transforming one's career to the CEO of ME, Inc. has powerful impact to individuals globally. It is - the priceless reward of what we do."

Rod Colón, Career Coach, Professional Speaker & Author
CEO & Director of Career Management
www.ETPnetwork.com
rod@etpnetwork.com - 732.367.5580

Connect with Rod on:
<http://RodColon.blogspot.com/>
<http://twitter.com/RodColon>
<http://www.linkedin.co/in/RodColon>
<http://www.facebook.com/RodColon1>

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)

THE CEO OF ME, INC. PARADIGM

By Rod Colon

The CEO of any company runs the company. CEOs direct all critical operations such as sales and marketing, research and development, strategy, finance, corporate culture, human resources, community affairs, public relations, and so on.

CEOs are primarily responsible for setting the corporate strategy and vision. They decide which products to introduce into which markets and against which competitors. CEOs decide how the company will brand itself and differentiate itself in the marketplace.

Ultimately, the CEO is responsible for the success or failure of the company.

Here are some key CEO responsibilities that you must learn to incorporate in managing your career as a business:

As the CEO of your career you will:

- Learn to partition your responsibilities to ensure that all critical operations are carried out and none get overlooked. For example, your Research & Development Department will be in charge of networking — making connections, digging up new leads, gathering business information, etc... Right from the start, anything you do that's part of this effort is processed in the R & D “department” of your mind. Likewise, your Sales & Marketing Department will oversee the development of a powerful value proposition and various parts of the 7-Step Job Search Methodology until every task is properly niched.
- Take responsibility for making tough decisions — there’s just no way around this. Tough decision-making is a skill with tremendous short and long term benefits. It trains your mind to weigh options before you commit to a course of action.
- Accept the consequences of your tough decisions — both good and bad. You can savor the good results and analyze why the bad results occurred. Most importantly, don’t waste time beating yourself up when a decision yields poor results. Pick up the pieces and move on. Learn from every aspect of the failure experience because it will move you closer to winning the race for 21st century jobs.
- Bring a new level of personal accountability to managing your career. Why? Because you have a “governing body” to which you now have ultimate responsibility: your Personal Board of Directors (e.g., spouse, family, extended family, significant other, etc...).

Still not convinced your career can benefit from thinking like a CEO? Are you saying, "Why bother? This sounds like a whole lot of work for very little benefit."

If that’s how you see it, consider this: For every terrific opportunity you identify — and for which you’re qualified — there could be hundreds, maybe thousands of others competing for the same position. But there’s one critical difference: Most of them fail to adopt the “I’m in charge” attitude and their race for the finish line becomes a mediocre performance at best. They remain mired in the “employee mind-set”, a part of the Black Hole crowd that inevitably lags behind in the race to get the job that you are busy targeting. And while most of us don't want others to fail, there’s nothing wrong

with capitalizing on the inept business decisions of others to gain a tactical advantage whenever possible. In other words, if you are thinking like a business owner and your competitors aren't, you have a significant edge over them in the race for 21st century jobs. Do not fail to leverage it!

Will you absorb this paradigm shift overnight? No. In a week? Unlikely. In a month? Maybe. People internalize it at very different rates. Most of our members can tell rather quickly if they are cut out to be the CEO of ME, Inc.

The good news is that this mental model will work if you make it work.

Best wishes and own your career,

Rod Colón, Career Coach, Professional Speaker & Author

Rod Colón, Career Coach, Professional Speaker & Author

CEO & Director of Career Management

www.ETPnetwork.com

rod@etpnetwork.com - 732.367.5580

Connect with Rod on:

<http://RodColon.blogspot.com/>

<http://twitter.com/RodColon>

<http://www.linkedin.co/in/RodColon>

<http://www.facebook.com/RodColon1>

[Go to Spotlight](#)

[Go to Lamplighter Articles](#)

[Go to Featured Writers](#)

Lamplighter Survey



Please help us help you!

Although surveyors often cause traffic problems, once the survey is done, everything flows smoothly. Not everyone is happy, but commerce flows and the economy (and happiness) grows.

The same is true with the [Lamplighter Survey](#). A number of enhancements have been made over the past year to give readers what they want. If you feel something is missing, please let us know; if you think something should be removed, please let us know that as well. A survey works best when the largest amount of data is available, so please take a moment to complete the Lamplighter Survey; click here to try your luck and be in the drawing to win a Congratulatory note from the Lamplighter staff. If you have problems with the highlighted link above, copy this link and paste into your browser address line: <http://www.surveymonkey.com/s/6TZV9BR>.

[Go to Welcome Message](#)

[Go to Lamplighter Articles](#)

[Go to Featured Writers](#)

Networking Trumps "Unemployed Need Not Apply"

By Carl Reid



Business development, just like a job search, presents entrepreneurs with many obstacles that must be overcome. Having no clients or prospects puts a business owner in the same predicament as an unemployed career professional in transition. So how do business owners attract potential clients for an introductory meeting (interview for job seekers)?

Business owners quickly learn personal referrals and introductions from your network will tear down barriers, to get [hiring] managers to suspend reviewing other brochures (resumes) and take a look at what you have to offer.



How do you engage people in your network to help you get in front of potential clients? In the book "How to Win Friends & Influence People," Dale Carnegie says it best, "You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you." People are more apt to help another person who is willing to help others. The key to leveraging your network to champion your cause is to approach each person with an attitude of: **"How can I help you or someone in your network?"**

Learning to network in this manner allows you to multi-thread connections within a company to get decision makers to give you an opportunity to present your value proposition, when they would normally not meet with you. This counters, nullifies and squelches all the buzz garnered recently about *unemployed need not apply*.

- Chief Operations Officer at [Empowering Today's Professionals](#)
- Chief Savvy Intrapreneur (CSI), Business Career Coach,
- Speaker & Professional Blogger at Savvy Intrapreneur
- Sr. Email Engineer & Helpdesk Manager at Greek Orthodox Archdiocese of America Dept. of Internet ministries

Email: carlreid@success4u2.net, carl@etpnetwork.com



[Go to Welcome Message](#)

[Go to Lamplighter Articles](#)

[Go to Featured Writers](#)

Benefits of ETP Membership

Other career outsourcing companies provide tools that tell you "What" to do. ETP's proven education programs and methodologies guide you explicitly through "HOW" to accomplish your career management goals.

Related FAQ topics: [What's In It For Me](#) | [Membership](#) | [Success Stories](#)

Member Benefits That Achieve Results For less than 21 cents a day receive benefits valued at \$879.00	Member \$74.99/yr CLICK HERE TO JOIN	Student Member \$37.50/yr CLICK HERE TO JOIN
1. Receive copy of book "Win the Race for 21st Century Jobs". (\$20 Value) Read more	✓	✓
2. NEW Weekly "high energy" Job Search School conference call and webinar with Q & A. (\$250 Value per call)	✓	✓
3. Proven ETP Network 7 Step Job Search (c)" methodology with access to video, audio recordings and document reference libraries.	✓	✓
4. NEW Targeted Resume Review Program gets you to "INTERVIEW" phase quicker.	✓	✓
5. NEW Mock Interview Program with assigned professional increases job offers.	✓	✓
6. NEW Solution Center available at 732-367-5580 for impromptu Job Search Q & A, Personal connection introduction, Pre-Interview preparation etc.. (\$150 Value per 1 hr call)	✓	✓
7. Exclusive ETP Angel Program with personal introductions and connections within a network of 13 million company insiders.	✓	✓
Tools Resources & Networking Opportunities		
8. NEW Advanced Job Search Class Room Training at New Horizons Learning Center Princeton, NJ, with Internet ready computers. Register Now	✓	✓
9. Practice reciprocal networking techniques, taught only by ETP Network for proven results, at ETP sponsored training events throughout the United States.	✓	✓
10. Career Management Online Webinars: (LinkedIn, Indeed, Twitter, Social Media, Resume Writing, Personal Branding, Relationship development Scripts)	✓	✓
11. Smart Radar subscription makes customized job opportunities come to you. Eliminate time spent looking for a job. Spend more time scheduling interviews. (\$60 Value) Start a Smart Radar Subscription	✓	✓
12. Access to member directory.	CLICK HERE TO JOIN	CLICK HERE TO JOIN

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)

Heads or Tails?

By Aida Rodriguez

Getting laid-off was the farthest thing from Paul's mind that day he received his walking papers from Human Resources. Paul had worked for his company as a successful systems engineer for 15 years. He was dazed, hurt, vulnerable, fearful, and angry.

The hardest part for him was letting his family know about it. His wife was devastated; at the same time, she was very supportive of Paul. They told their two young children, who seemed to understand what was in store for them. Somehow they felt confident that their dad and mom would make things good again.

After the initial shock of his lay-off, Paul came to realize that he had to collect himself and look at his options. He sat down and planned to list down the positive and negative actions that he can do during his unemployment. Adding spice to his task he decided to play a game of "flipping the coin."

Paul's List – "Heads" for positive actions and "Tails" for negative actions.

Positive Actions (Heads)

- Accept reality. Assess the situation and put all in perspective. Look through my problems for answers.
- Set priorities in order. Who do I want to be? Create a job search plan.
- Don't be alone. Share what I'm going through with the people I love and trust. Keep my family in the loop. Don't play any "blame" game with them or anybody. Make time for family fun.
- Maintain spiritual, physical, emotional, and mental balance in my life. **Keep my faith.** Exercise. Get plenty of sleep. Practice relaxation techniques.
- Focus on the things I can control. Don't waste energy on things that are out of my hands. Write a great cover letter and resume tailored to the company of my choice.
- Build relationships with networking contacts.
- Use social media to further my job search.

Negative Actions (Tails)

- Feel sorry for myself. Blame others for my predicament.
- Lose professional identity
- Lose personal contact with my family and friends.
- Succumb to depression, fear and anxiety.
- Focus on unimportant things and give up on cultivating social contacts.

Paul's story is just one of the many similar stories in today's work environment. Just like Paul, you have to choose your options and make calculated decisions for yourself. Getting laid-off is not anybody's best case scenario, but there've been some great things that have come out of it. You can bond with your family and have more fun times with them. The main thing, though, is being able to finally assess yourself and your abilities.

As far as the economy goes, we cannot know what the future brings. **But don't despair; have faith in your ability to survive. Reinvent yourself.**



Adelaida (Aida) Rodriguez is the Editor-in-Chief and Contributing Writer of the Lamplighter Newsletter. She is a Project Manager Professional (PMP), Business Analyst/ Consultant at the Warranty Recovery Specialist, LLC
Adelaida.rodriguez@verizon.net
732-225-0255

Get Out of Your Own Way— Three suggestions for Overcoming Yourself

By Jerrold (Jerry) Clifford

Is being “in transition” getting you down? This may be due to an almost overwhelming feeling that job hunting is a daunting activity with so many tasks that must be accomplished. This feeling comes from inside ourselves based on many factors—prior job hunting experience, our perceptions of the state of the economy and the job market, social and financial pressures to name a few. When our emotions are strong enough they can actually get in our way by causing the process to seem even more challenging. How we address the job hunting steps can help us avoid being our own obstacles. The following suggestions can help.

Obstacle avoidance suggestion 1 – AVOID AGONIZING.

Are you a person who reads the requirements for a job and then wrestles over whether you should apply because you don't have all the qualifications? STOP TORMENTING YOURSELF. Agonizing takes valuable time which could be put to better use. Next to each requirement, mark “yes” if you meet that need or “no” if you don't. If you meet or exceed 70% of the listed requirements and are excited about the position then you want to use the steps to apply for it. If you don't meet the 70% guideline, make a decision—either apply for the job just like everyone else (you may get lucky) or forget about it. Whether you just try your luck or decide to utilize the steps be sure to apply to the black hole within 48 hours.

Obstacle avoidance suggestion 2 - PREPARE YOUR CASE

You are proposing to a company that they hire you. You want to make your case as strong as possible. Remember, the person who prepared the requirements may not be the individual doing the hiring or may not have personal knowledge of what the job really entails. Thus, the requirements may not be in priority order. Use your experience and knowledge to determine what the position is really about. To prepare your case, take the stated requirements and prioritize them. Then construct your targeted resume.

Include experience for each item you have marked “yes” in the prioritized requirements list. Many people list the tasks they performed in their jobs. This makes the resume appear as if it is a job description and the company to which you are applying already has this and can get many people to blindly perform specified tasks. You need to tell them why the actions you performed so well were important to the company. For each bullet in your resume show a result of your actions. This will separate you from other candidates since they usually don't do this.

Obstacle avoidance suggestion 3 - GET A DECISION MAKER ON YOUR SIDE

Decision makers are people responsible for getting you into an organization. It's easier to get hired if you have them on your side. If you don't know them, find out who they are – your personal networking contacts or contacts through an electronic professional network can help. If you don't know the decision makers, but someone you know does, get introductions to them, otherwise get over any fear you may have and call. Before you punch the phone buttons, research the internet or your electronic network and find out a little about their background. This can help you in planning your conversation.

There are many factors that contribute to your landing a position. Some of them involve factors that can be outside your control. **One item, however is solely dependent on you—don't be an obstacle to your own success.**

Jerrold "Jerry" Clifford

- Lamplighter Contributing Writer
- Project & Program Manager
- Published author of several technical and non-technical books on topics ranging from computer math to car repair and carpentry.



[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)

Interactive talk-show on 107.7 The Bronc

Not so long ago, job-seekers and other career-minded professionals used to pore over the Sunday classifieds in search of that next position, the one that might take them to the next level of business.

Starting September 19, career-climbers can simply tune into 107.7 The Bronc, the on-campus radio station at Rider University, on Sunday mornings at 8 AM for a new and interactive call-in program entitled Your Career is Calling: Your Weekly Appointment for Career Choices, Decisions and Success. The one-hour show, hosted by Frank Kovacs '84 and Rod Colon, will debut this weekend around the topic of "Building, Tracking and Maintaining Your Network." It's a subject particularly close to the heart of Kovacs, a 1984 Rider graduate who is the founder and CEO of The Breakfast Club NJ, a 3,000-member networking group established to promote career growth, special networking and help people in career transition.



"Radio was a logical next step for us," explained Kovacs, who founded Breakfast Club NJ in the wake of the September 11 attacks to help restore what he calls "a semblance of order" to the lives of myriad professionals who, during that time of economic and financial uncertainty, suddenly found themselves on the job market after years of relative security.

"So many people were out of tune with the current ways of the market," said Kovacs, who co-hosts the show with Colon, CEO of The ETP (Empowering Today's Professionals) Network. "They hadn't looked for a new job in 20 years, and suddenly had to represent themselves again."

For years, Kovacs had been a senior manager at a major New Jersey Bank, and had seen corporate culture shape the role of people in his role – and not always for the better.

“In the earlier part of my career, a huge part of managing was the career management of the people who reported to them,” he explained. “In many cases, the focus on that had lessened a great deal, but I had always prided myself on developing people along the way.”

Fueled by this passion for steering careers in the right direction, Kovacs began his small networking club, meeting once a month in accessible, central locations. It has since grown by leaps and bounds, incorporating social media like Facebook, LinkedIn and Twitter to expand his base of professional contacts.

“Job-hunting is a game of inches,” said Kovacs, who estimates that 85 percent of jobs are obtained as the result of networking. “If we can give them that little edge, we remain vital.” Your Career is Calling is the next step in Kovacs’s commitment to area networking, and he calls his partnership with Rider and 107.7 The Bronc a key opportunity to expand his reach. “I think we’ll introduce ourselves to a whole new audience, in addition to the people who we’re already in touch with through The Breakfast Club NJ,” he said. Your Career is Calling can be heard on the FM dial, as well as online at <http://www.rider.edu>, either live on Sunday mornings or anytime via podcast.

Other topics to follow this season include “Run Your Career as a Business,” “The Hidden Job Market,” and How to Start a Conversation.” Kovacs and Colon will welcome guests in studio and take callers to discuss the day’s topic, as well as other career, employment and networking questions. Listeners can reach the studio at 877-900-1077.

Kovacs is eager to launch the show, and hopes it has the same success as The Breakfast Club NJ.

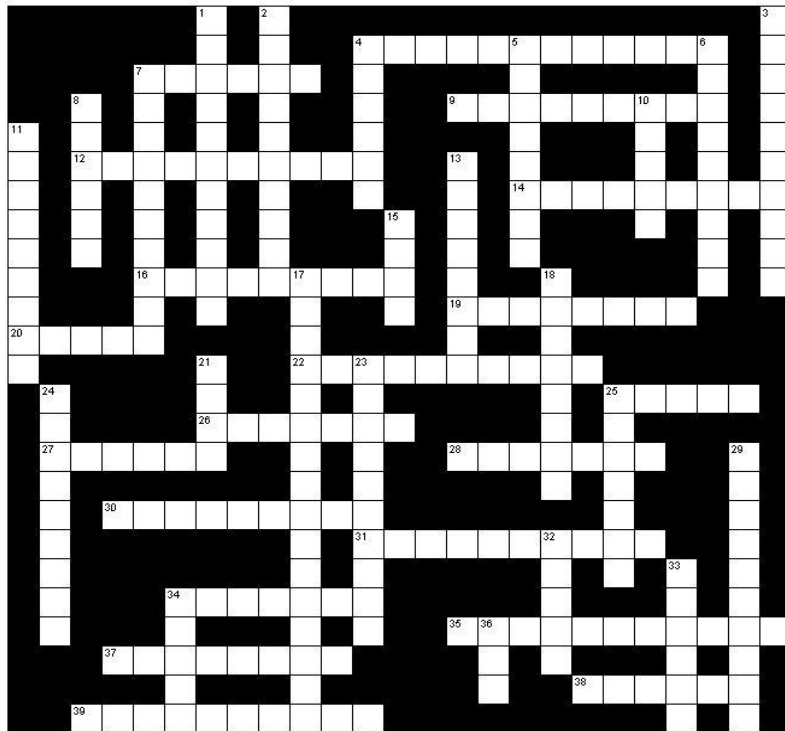
“It’s a good feeling when we see our people helping each other,” he said.

Learn more about The Breakfast Club NJ at: <http://www.thebreakfastclubnj.com>

Learn more about The ETP Network at <http://www.etpnetwork.com>

Article appears at: http://www.rider.edu/16195_17826.htm

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)



Lamplighter Crossword: October-November, 2010

- 2 A disorder often suffered by novice computer users in which they have a tendency to double-click on items which only require one click; often resulting in two items opening instead of just one.
- 3 Deliberately disobeying a destructive order from your manager and being right in the long run.
- 4 The closest many of us will ever come to perfection.
- 5 A long-range plan whose merit cannot be evaluated until sometime after those creating it have left the organization.
- 6 To seek a meeting of the minds without the knocking together of heads.
- 7 The art of dividing a cake in such a way that everybody believes he got the biggest piece.
- 8 A person for whom the government makes customized laws.
- 10 A catch basin for everything you don't want to deal with; but are afraid to throw away.
- 11 To collect unemployment.
- 13 An electronic time-saving device that is commonly used for time-wasting activities. (Warwick Annear)
- 15 A place that will lend you money if you can prove that you don't need it. (Bob Hope)
- 17 The act of always letting the phone ring at least twice before you pick it up; even when you're only six inches away.
- 18 Series of letters and numbers written on a post-it note and stuck on a monitor.
- 21 The art of getting your point across without stabbing someone with it.
- 23 The point at which one stops living at work and starts working at life.
- 24 The lack of clarity in speech; or something like that.
- 25 An assembly of people coming together to decide what person or department not represented in the room must solve a problem.
- 29 The only place where success comes before work.
- 32 The most efficient labor-saving device ever invented.
- 33 What you later regret not doing.
- 34 What you are after working with a financial advisor.
- 36 Damage-It-Yourself. (Mike Allen)

Across

- 4 What happens if you don't pay your exorcist.
- 7 The preferred method of acquiring money for people who are too timid to steal and too proud to beg.
- 9 The art of selling a product that doesn't cost much to produce in such a way that people will take out a small loan to own it. (Jo Buckingham)
- 12 Man exploiting man; as opposed to socialism; which is the reverse.
- 14 An expert who will know tomorrow why the things he predicted yesterday didn't happen today.
- 16 A situation in which no one has enough money because everyone has too much money.
- 19 An art which consists of plucking the goose to obtain the largest amount of hiss. (Jean Baptiste Colbert)
- 20 1. An exact duplicate; "Our product is a clone of their product." 2. A shoddy; spurious copy; "Their product is a clone of our product."
- 22 A congressman or senator who adds earmarks to congressional bills. (American Dialect Society)
- 25 An input device designed to make computer errors easier to generate.
- 26 Something that begins at home; and usually stays there.
- 27 A mathematical system designed to remind you that you can't afford the kind of living you've grown accustomed to.
- 28 A dollar; after taxes.
- 30 An entity that keeps minutes and loses hours.
- 31 The art of getting other people to do the work.
- 34 Something you can't use offered at a price you can't resist. (Ned Kelly)
- 35 The art of convincing people to spend money they don't have for something they don't need. (Will Rogers)
- 37 The affliction of dialing a phone number and forgetting whom you were calling just as they answer. (Rich Hall)
- 38 A person who gives checks a bad name.
- 39 1. The ability to repeat one's mistakes with ever-increasing confidence. (Patrick Hoyte) 2. What you get when you don't get what you want.

Down

- 1 A person who considers it a sin to die rich.

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)

UNDER-EMPLOYED OR OVER-EMPLOYED?

By Thomas E. Kenny

Hi Rod,

Teaching my first Computer Science (CS111) course at Georgian Court was fantastic!

I covered all the material I had planned. I wasn't aware of it previously but last night I discovered I have a skill for detecting when students are disengaging and how to pull their attention back. I've been told by many friends that I'm a great teacher and I could see that in myself last night.

Of course, I'll still keep my high paying day job, but it's great to be developing an alternate source of income and strengthening my career back up plan.

Yesterday my current manager at AT&T joked about how in a few short years I've gone from being unemployed to over-employed. He also stated that he wish he had the foresight, like I have, to develop a long term career plan.

I also met up with a couple of my former fellow graduate students who teach at Brookdale as well as OCC and are ready to make introductions there when I wish. I guess I'm always networking :-)

I'm sure both ETP and Toastmasters have greatly contributed toward my success of procuring the position and the effectiveness of being an Adjunct Professor.

Overall it was a great night toward a new chapter for the **CEO of Me, Inc!**

Tom

PS - feel free to distribute any part of the above message to the membership if you wish. I think it's always good for people to hear how effective and valuable ETP is to our careers.

Letter to Rod Colon

For the past 10 years I was being laid off every three years from my IT position due to off

shoring. Typically being unemployed for about 6 months. Those periods of unemployment were tough times that induced some soul searching on the roller coaster. I'd love to take full credit for what happened next but I can't. About 6 years ago during a bout of unemployment my wife said, "I know you love your IT career but this isn't working. These companies don't care about your future and you need to take back your power."

I finally realized my career had been become a roller coaster ride! It was great at the start climbing high but after a while I could see the crest coming in that dreaded three-year cycle that I had seen before.

So 6 years ago I took some steps to "Own My Career". In talking to my friends about needing to change, I was introduced to Rod Colon and the early days of ETP. At that same time I enrolled as a part time Mathematics graduate student at Georgian Court University to obtain a Masters degree in Math toward developing an alternate/backup career in education. Thus I was not only busy climbing that next career hill but also busy attending school in the evening. Due to limited time I was a just a lurker in the ETP community for the next 3 years. While I was attending school my colleagues often stated, "I couldn't do what you are doing!" To which I would automatically think-- if it was easy everybody would be doing it!

However, although I was busy attending school three years ago, I saw my career was approaching another valley. That is when I finally became active in ETP and partaking in everything ETP had to offer! My Board of Directors (wife and kids) knew the investment in time I was making to the ETP process would pay dividends in the future! This included the time and energy I invested over two years ago to become a true networking leader by forming and hosting meetings of ETP's Jersey Shore Networking Group.

The day eventually came almost two years ago

when I needed to put the ETP process to the full test. I was laid off yet again. However, this time I was armed and prepared! Within four hours of announcing I was seeking a new opportunity via my LinkedIn status, I had four people offer leads and assistance. To boot, two of them were hiring managers interested in interviewing me! In the end I had three offers of employment and no downtime between my last day on payroll and the start of my new employment.

I'm now in an excellent IT position, with no fear of it ending due to off shoring, which I obtained through networking reciprocity.

Earlier this year I obtained my Masters in Mathematics from GCU. Right after congratulating me, the head of the department offered me an Adjunct Professor position.

Well, I started teaching an Intro to Computer Science course at GCU last week and so far everything is going better than expected. However, I also have to give credit to the Toastmasters organization toward improving my public speaking skills. The first night of class I serendipitously bumped into two

former fellow graduates students who are now teaching at two different local community colleges and they offered to make professional introductions for me if I'm also interested in teaching at those colleges!

When one of my colleagues learned that I was an Adjunct Professor in the evenings they stated, "In a few short years you've gone from being unemployed to over-employed. I wish I had a long term career plan like you do." Some of my friends might think I'm lucky but I know the hard work that went into creating options and opportunities to get off the roller coaster ride and instead "Owning My Career."

Within ETP we sometimes discuss the need for mental toughness. Thus I hope you never hear yourself say "I couldn't do what you do..." The ETP process never promised to be easy but with hard work, determination and time it's a process that works very effectively.

Be sure to take back your power, be the CEO of Me, Inc. Own your career!

 <p>Tom Kenny</p>	<p>Tom E. Kenny ● Adjunct Professor, Georgian Court University ● AT & T Software Engineer</p>
<p>Web: http://www.linkedin.com/in/tkenny Email: Thomas.e.kenny@gmail.com</p>	

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)



Chip's Ahoy!

A NEW TWIST ON TAGLINES

*By Chip Hartman,
Empowering Today's Professionals, Editor-in-Chief*

As more and more professionals discover the value of running their careers as a business, the need for high-impact personal branding becomes a necessity, not a luxury.

The judicious use of taglines can be a powerful tool for helping ME, Inc. professionals announce their unique value to the business world.

Good things come in small packages. This is especially true of taglines, those often-overlooked word groups strategically placed near corporate logos to announce the unique value and benefits of a brand. As such, taglines have what Eric Swartz (The “Tagline Guru”) calls “marquee value.”

Taglines have been around ever since businesses started using advertising to generate sales. Over the years, some have actually become quite memorable, e.g., Morton Salt (“When It Rains, It Pours”), Hallmark Cards (“When You Care Enough to Send the Very Best”), and American Express (“Don’t Leave Home Without It”).

In the world of marketing, branding and advertising, taglines often get a bad rap. That’s because development of a “winning” tagline is an unusually daunting task; it must convey the essence of a brand in a powerful, concise way without being vague, pretentious, or overly trendy. Copywriters often spend long, tedious hours developing the perfect tagline.

And while the graphics team can misfire on a precise shade of lavender for a brand’s logo and still deliver powerful visual appeal, copywriters have no comparable margin of error. They either nail the one, indisputable winning tagline to the thunderous ovation of a wildly approving crowd – or give it a quiet, nondescript burial. Mediocre taglines – and even some better-than-average ones – never see the light of day.

TAGLINES FOR PEOPLE ?

OK, now for the twist.

Most of us have been conditioned to associate taglines with products or services provided by companies to keep their brands resonating in the minds of clients and would-be customers. But a growing number of professionals – especially those in transition – are latching on to the 21st century paradigm of managing their careers as a business. As CEOs of their own “ME, Inc.” enterprise, they become responsible for all functions carried out by actual CEOs (e.g., R & D, Sales & Marketing, Public Relations, Finance, Legal, etc.) and that, in turn, means they must be just as well-branded as any other viable commodity in the marketplace.

[Note: For those who have adopted this model, described fully in the new book “Win The Race for 21st Century Jobs” (by Rod Colón and Chip Hartman, etp press, © 2010), the primary reason this must be done is because the actual product of a ME, Inc. business is the business-owner himself/herself.]

Is it far-fetched to think of an individual branding herself with a clever and succinct tagline? Not at all. Most ME, Inc. business owners can benefit greatly by creating a genuinely memorable

tagline following their names — electronically and in print — everywhere it appears. If the tagline successfully captures the individual's unique "value added component", then the consistent use of this phrase becomes a mantra that reinforces the promise in an exceptionally powerful and innovative way.

SOME ILLUSTRATIVE EXAMPLES

It's easy to write about an idea such as "ME, Inc. taglines" or "vanity taglines" but it's a totally different task to develop a sufficient number of plausible examples to illustrate the message.

The list below presents the concept of personalized taglines. If you understand the basic idea, find a copywriter to help you craft your message to achieve realistic brand quality. Since the examples below are for illustrative purposes only, they should be regarded only as branding fiction, not standards of excellence in tagline development.

GRAPHIC ARTIST (possible taglines ...)

- *Graphically agile, creatively nimble*
- *Formidable imagery ... unbeatable value*
- *A full spectrum of ideas and solutions*
- *We visually translate your most complex thoughts.*
- *We remove the need to airbrush your bottom line!*

TAX ACCOUNTANT (possible taglines ...)

- *In taxing times, count on us.*
- *Find an error in our calculations and we'll pay your fee!*
- *We axe the tax so you can relax.*
- *Think Positive. Think Refund.*

FORENSIC SCIENTIST (possible taglines ...)

- *We will unravel evidence of underperforming personnel*
- *Our solutions are the chalk outlines around your biggest problems*
- *We'd appreciate your fingerprints, signature, and DNA on a contract*

DENTAL HYGIENIST (possible taglines ...)

- *Invest in your smile ... call us today!*
- *Your gentle dental health engineers*

- *Enjoy life: Get the crud out of your mouth!*
- *Your frontline defense against Toxic Mouth Syndrome*

INVESTMENT MANAGER (possible taglines ...)

- *Think of us as your money's personal day care center.*
- *Our idea of fun is dollar-cost-averaging the night away*
- *Our portfolio of ideas will expand your portfolio of investments*

WEB DEVELOPER (possible taglines ...)

- *You need a web site. We need a contract. Let's talk.*
- *We eat, breathe, and dream HTML 24 X 7*
- *We build web sites to die for ... although it's quite unnecessary to do so.*
- *ROI-driven, business-savvy, technical artistry. But enough about me ...*

PROCEED WITH EXTREME CAUTION!

While the idea of a personalized tagline may sound like a great idea, you'd be well advised to discuss your ideas and examples with a branding professional before making the commitment to publish. If you fail to capture the unique essence of your ME, Inc. business in a catchy, concise and high-impact way, you could easily be headed for a large-scale branding disaster.

The reason for this should now be apparent: There is a veritable obstacle course of language and semantic pitfalls just waiting to sabotage your best efforts in devising that perfect personal tagline. The fact that the tagline must speak for you when you are unable to do so makes it all the more risky. Whatever you do, be sure to consult with a branding expert who also has a masterful grasp of language to increase your chances for success.

WHAT'S IN IT FOR ME, INC.?

As a ME, Inc. business owner, you have an obligation to brand yourself, recognizing that if you fail to do so, others will inevitably do it for you — and their perceptions may fall far short of yours.

You say you're an aspiring event planner but haven't been able to land the position of your dreams? If you're signing your name as "Very truly yours, Mary Smith", you've completed the basics of closing out your letter but you've missed a terrific opportunity to distinguish yourself from the other 829,000 individuals going after the same position.


By contrast, what if your closing went something like this: "Very truly yours, Mary Smith, Inc. : Event Planners to Make All Your Moments Memorable" — do you think that might garner some extra attention? Or maybe just a little curiosity to find out more?

Let's put it this way: In an era marked by an ever-increasing need to stand apart boldly from your competition, the wisely-developed and judiciously selected personal tagline can clearly promote your CEO of ME, Inc. business. As the global marketplace becomes larger and more complex each day, it's vital for the survival of your business to stake out every possible opportunity to differentiate yourself from the masses.

ACKNOWLEDGEMENTS

A personalized tagline may be just the answer.

1. Colón, Rod, Win The Race for 21st Century Jobs, etp press, © 2010
2. Cone, Steve, Powerlines: Words That Sell Brands, Grip Fans, & Sometimes Change History, Bloomberg Press, © 2008
3. Swartz, Eric, The Tagline Guru (personal research of his published work on taglines and telephone interview)
4. Swartz, Eric, The Tagline Guru (web site: www.taglineguru.com)
5. Trout, Jack, Differentiate or Die – Survival in Our Era of Killer Competition, John Wiley & Sons, © 2000

Chip Hartman is an online marketing and branding specialist based in Montville, NJ. He is the owner of MeridiaSystems.com, LLC, a visual communications company that has distinguished itself with its unique emphasis on the tight integration of powerful writing, web technology, and graphic design 
(www.meridiasystems.com).

Chip is the Editor-in-Chief of Empowering Today's Professionals and can be reached at chip@meridiasystems.com.

Chip Hartman
Powerful – Polished – Professional
MeridiaSystems.com, LLC
<http://www.meridiasystems.com/imba/imba-volume-1.html>
<http://www.wintherace21.com>
chip@meridiasystems.com

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)



The Alchemist's Arcanum



This issue's Alchemist Arcanum features only two articles, both homegrown. One addresses the end of the baseball season; the other is more appropriate for job seeking and addresses storytelling.

Why is baseball important during the football and basketball seasons? Sports have changed, so the article is about a particular game when baseball had meaning in life.

Why is storytelling so important for job seekers? Whenever a 30-second speech is given, it tells the speaker's story in a fairly concise manner. As the article states, there are three major parts to a story, any story: the opening, designed to grab the listener's attention; the body, designed to hold the listener's attention; and the closing, designed so the listener wants to hear more. This also works with writing.

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)

[The Job \(and Joys\) of Baseball](#)
[Once Upon a Time ...](#)

The Job (and Joys) of Baseball

By Eric Nilsson

I have been a baseball addict since the Dodgers were in Brooklyn. My first baseball glove was a Duke Snider model. At the time, my family was in Yonkers and people of the day were either Yankees or Dodgers fans; since I used to visit relatives in Brooklyn each summer, the Dodgers were good for me. I never saw them play when they were in Brooklyn, and I only saw them played the Mets (boo!) when I went to Shea Stadium with my grandfather in 1965.

After Walter O'Malley coerced Horace Stoneham into fleeing the New York market for the west coast, I became a Yankees fan, albeit reluctantly. In 1960, though, I learned about the greatest player to ever play at Ebbets Field and became a fan of that team. The Yankees were the perennial favorites, so following the St. Louis Cardinals was akin to losing my senses, but my favorite player, Stan Musial, played for them so I've been a fan ever since.

I didn't get to see a ball game until October, 1960, and that was in the upper decks on the 3rd base line at Yankee Stadium. People complained about the support beams at Ebbets Field, but they were there at Yankee Stadium as well. I don't remember much about the game, except the Yankees won. Of that World Series, I remember leaving school and listening with friends to a transistor radio as Bill Mazeroski signaled the end of the Yankees World Series domination with a 9th inning home run at Forbes Field.

I missed Stan Musial day at the Polo Grounds (that's a ball park I never saw), but I did get to see Stan Musial on his last day in Philadelphia, at Connie Mack Stadium. My dad shelled out \$6 for two box seats on the first base line (Musial was an outfielder and first baseman, so the odds were good I would see him). When the Cardinals took the field, had I binoculars I would have seen him, as he was in left field that day.

St. Louis Cardinals 7, Philadelphia Phillies 3													
Game played on Sunday, September 5, 1967 at Connie Mack Stadium													
St. Louis Cardinals				Philadelphia Phillies									
ab	r	h	RBI	ab	r	h	RBI						
Javier 2b	3	0	0	0	Taylor 2b	4	1	1	0				
Groat ss	4	0	0	0	Callison rf	4	0	0	0				
Maxwell ss	0	0	0	0	Demeter cf	4	0	2	1				
White 1b	5	0	1	0	Covington if	3	1	1	1				
Boyer 3b	3	2	1	1	Sievers 1b	4	0	0	0				
Musial if	3	1	2	0	Wine ss	4	0	0	0				
Kubie if	1	0	0	0	Oldie c	4	1	2	0				
Flood cf	3	1	0	0	Amaro 3b	2	0	0	1				
McCarver c	4	1	2	2	Shart p	1	0	0	0				
Altman rf	4	1	3	1	Boozler p	0	0	0	0				
Simmons p	3	1	1	2	Hoak ph	1	0	0	0				
Totals	33	7	10	6	Locke p	0	0	0	0				
					Averill ph	1	0	0	0				
					Green p	0	0	0	0				
					Totals	32	3	6	3				
St. Louis	0	2	3	0	1	1	0	0	0	-	7	10	1
Philadelphia	0	0	0	0	1	1	0	1	0	-	3	6	1
St. Louis Cardinals													
Simmons W (12-7)	IP		H	R	ER	BB	SO						
Totals	9.0	6	3	2	1	4							
Philadelphia Phillies													
Shart L (5-11)	IP		H	R	ER	BB	SO						
Boozler	2.2	2	1	1	0	0							
Locke	3.0	2	1	1	1	2							
Green	1.0	0	0	0	0	1							
Totals	9.0	10	7	7	5	5							



He singled in his first at-bat, struck out later, then hit a drive off the wall in right-field that bounced back half-way to the infield. I had my trusty Brownie and took his picture as he ran from first to second, a 42-year old gazelle. Safe at second, he was lifted for a pinch runner to the cheers of everyone at the park. He would retire at the end of the month and be elected to the Hall of Fame the same year that Connie Mack Stadium breathed its last.

What does baseball have to do with job hunting? If you are old enough to remember when baseball was mostly a daytime sport, you'll remember that unemployment was low and that moving from one job to another was not as difficult as it seems today. Yet while it seems as though the current economy is in dire straits, the fact that it is in dire straits shows the resiliency of the American worker and the American economy.

There have been more recessions than are commonly known, the two most common being the Great Depression and the Reagan Recession. But recessions go back at least to the Banking Crisis of 1837. They are dire at the time, more for the uncertainty than anything else, but fear fades as recession fades. Even the stock market crash of 1987 did not cause the unemployment of 1982-1983.

There has always been and always will be unemployment in the United States and around the world. This occurs for a few reasons, such as advancement, disability, illness, and voluntary and involuntary terminations. Lingering unemployment, however, helps neither the economy nor workers. What can be done, though?

Taking a look at the Great Depression, the unemployment rate at the time hovered around 15% for years. People went to work for the government, in projects provided by the Works Progress Administration (WPA) or the military. Following is an excerpt about WPA's accomplishments:

By March, 1936, the WPA rolls had reached a total of more than 3,400,000 persons; after initial cuts in June 1939, it averaged 2,300,000 monthly; and by June 30, 1943, when it was officially terminated, the WPA had employed more than 8,500,000 different persons on 1,410,000 individual projects, and had spent about \$11 billion. During its 8-year history, the WPA built 651,087 miles of highways, roads, and streets; and constructed, repaired, or improved 124,031 bridges, 125,110 public buildings, 8,192 parks, and 853 airport landing fields.

(Sources: *Encyclopedia of American History*, 7th Ed., Jeffrey B. Morris and Richard B. Morris, eds., 1996. *The Oxford Companion to American History*, Thomas H. Johnson. 1966)

Retrieved 9/10/2010 from http://www.indiana.edu/~liblilly/wpa/wpa_info.html

The implication is that government can help and is beginning to do so. It is a question of cost, though, and also demonization of the very businesses needed to end the recession. The WPA's budget was under five billion dollars in 1935 dollars; today's figure to produce the same results is over eighty trillion dollars, roughly 160 times greater. It's obvious government cannot do this alone.

Government produces no goods and therefore cannot produce revenue; it can, however, tax earnings and goods produced by private industries.

Still, not everyone worked in the WPA. Farms were abundant, even those farms that were retaken by banks and later resold. Migrant workers moving from the Dust Bowl west helped build farms and towns, populating those Western regions. To survive, people did what they could, most often relying on the help of others. This help also created an underground economy, where people provided goods and services in exchange for other goods and services.

What does baseball have to do with job hunting? Everything! Although there are stars on most teams, baseball now is composed of 32 teams, with a fixed number of players for most of the season. Those players work in harmony to make money for themselves and the team owners, all the while providing entertainment (a product) for customers.

Players come and go on teams, either through injury, through trades, or through today's free-agency, just like real workers and businesses. The free agent is the one who, if he is good enough, commands the better price; trades are like involuntary terminations, where players are removed from the payrolls. Injuries happen both on the field and in the workplace.

The team, though, is what survives. The team helps the individual players to enhance skills which, in turn, make the team better. This is akin to on-the-job training or night-school studies at a college or university. While not every team can use a particular skill (the strategy of one team may differ from another, just like in business), the skill acquired can be used to acquire other skills, until those skills and experience in their acquisition find a home.

There is no difference between a baseball team and a networking group. Each has star personalities, yet each works to assist those most in need. A job may not always be offered to a job seeker, just as a player may not yet be ready for the major leagues, but through networking, the job seeker learns the skills needed to find and keep a job, just as a diligent baseball player learns those skills needed to join the big league team.

At Connie Mack Stadium that September day in 1963, I'll never forget St. Louis outfielder George Altman in right field, coming in on a line drive and watching as it skipped under his glove. Altman was charged with an error which, when the game ended, didn't quite matter. Altman went three-for-four, including an RBI triple in the seventh inning, after the error. If he could come back to help the team and himself, job seekers can as well; it just takes practice and patience, although in Altman's situation it also took a bad pitch and a good eye.

For baseball, wait 'til next year; for jobs, they are slowly coming around, so good luck and keep your eye on the ball; employers are waiting for your pitch.

[Back to the Alchemist's Arcanum](#)

Once Upon A Time ...

By Eric Nilsson

If a picture is worth a thousand words, how did people convey meanings before pictures became the normal way of communicating? Photography is not even two hundred years old, yet we know today of the horrors of war or the Great Depression through the pictures of Matthew Brady, Robert Capa, and Dorothy Lange.

Well, once upon a time ...

Back when the Brothers Grimm and Hans Christian Anderson wrote children's stories, the words used were quite vivid. While the stories were designed to convey to young children how to conduct themselves with others, they were entertaining and the characters and situations were expressed in terms children readily understood – the Wolf in Little Red Riding Hood; the evil sisters in Cinderella; the ugly duckling in the eponymous story.

These stories taught children how to relate to others and how the world sometimes works. Aesop's fables do the same thing and in a different way. In fact, most stories told throughout the ages, either by skalds or town criers, merely relate to the listener the way the world works.

The job seeker can help himself or herself by the use of metaphor or simile, two figures of speech which convey a vivid image to the listener. In the story "The Pied Piper of Hamelin", the main character is under contract to rid the town of plague-bearing rats; after the task is performed, the town fathers renege, so the Piper exacts his tribute in a different form. This particular story is often used by those who feel oppressed by governments to depict the situations of the times.

In a world of pictures, words are not often required and figures of speech are not often taught. This is due to the fact that the picture itself conveys the meaning, at least in theory. But many pictures are ambiguous; the famous picture by Robert Capa of the Spanish soldier falling backwards has been discussed since it was taken in 1937; people see and assume things that may or may not exist. While some children's stories were illustrated, they were not comic books, television programs, or movies – they simply told a story that the reader or listener could, without ambiguity, understand.

If you have gotten to this point, you must have a desire to make your listeners understand what you are saying. This is not difficult at all, although it does require imagination, something pictures do not. Rachel Shirley's [A Guide to the Three Act Structure of Storytelling Made Simple](#) is a start; it features how to grab the reader's or listener's attention, how to hold that attention, and how to leave the reader or listener wanting more. Mark Twain's ["How to Tell a Story"](#) is about how to tell a joke, although Twain does mention the solemn English and French storytelling methods.

Using Figures of Speech

The nice thing about figures of speech is their adaptability; pictures are adaptable as well, but not everyone has PhotoShop, nor do employers readily accept pictures with cover letters or resumé's. Some employers allow videos, but speaking in a monotone or using childish terms does not put the job seeker in a good light. (*"Putting something in a good light" is itself a figure of speech that comes from the art world, where paintings of merit are well-lit, while those the dealer may have problems selling are not as prominently displayed or lit*). In addition, a picture is static, a moment captured in time, whereas a figure of speech (not a cliché) is dynamic.

As a job seeker, when you tell your story – and your job history is a story that you feel needs to be told, remember that you must have the bait to lure the employer and the hook to hold the employer. The employer will give hints (usually a job description) about which bait and which hook to use, but in order to reel in the job, you must use them effectively.

(Note: Tom Heilan was a fantastic story-teller when my Boy Scout troop used to gather around the campfire; his retelling of "Lukundoo" scared every kid who heard it).

[Back to the Alchemist's Arcanum](#)



Do you know...?

How to be found...

This issue's Tech Tip is submitted by Eric Nilsson - via Ann Bergquist and via Patrick O'Malley.

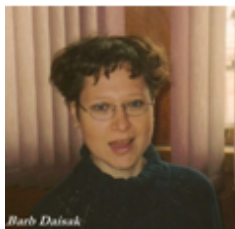
Thanks Eric for keeping the "net" in networking!...

From Ann Bergquist <http://www.linkedin.com/in/annbergquist>

From Patrick O'Malley <http://www.linkedin.com/in/patrickomalley>

- Type common misspellings of your name, like Berkquist, (or other misspellings you see) into the Summary field of your LinkedIn profile.
- If people look for you with that misspelling, they can still find you.
- More info at visit <http://www.the-linkedin-speaker.com/blog/2009/01/27/missing-linkedin-tip-%E2%80%93-misspell-your-last-name-in-your-linkedin-profile/>

Be sure to check in our next issue for another quick Tech Tip!



Barbara Daisak is the Lamplighter Proofreader and Contributing Writer, a Learning, Training, and Development Specialist and Microsoft Certified Master Instructor. Barb is also an Instructor Adjunct with the County Colleges of New Jersey with specialties in the Technology Training Divisions and Corporate Training Programs.
732.863.4948 - 732.616.2397-mobile

Email Barbara at: bndaisak@verizon.net

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)

Meet the Lamplighters

Volunteer Lamplighter Staff



Adelaida (Aida) Rodriguez is the Editor-in-Chief and Contributing Writer of the Lamplighter Newsletter. She is a Project Manager Professional (PMP), Business Analyst/Consultant at the Warranty Recovery Specialist, LLC
Adelaida.rodriquez@verizon.net
732-225-0255



Eric Nilsson is the Design Layout Expert and Contributing Writer for Lamplighter. Eric enjoys the art and science of newspaper layout. Aside from studying Economics, he has been an IT consultant at the Professional Service Group of New Brunswick. and previously worked for North Jersey Media Group as a Project Manager and Programmer/Analyst. Email: ericnilsson@earthlink.net



Barbara Daisak is the Lamplighter Proofreader and Contributing Writer, a Learning, Training, and Development Specialist and Microsoft Certified Master Instructor. Barb is also an Instructor Adjunct with the County Colleges of New Jersey with specialties in the Technology Training Divisions and Corporate Training Programs. bndaisak@verizon.net
732.863.4948 - 732.616.2397-mobile

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)

Empowering Today's Professionals Who's Who *Membership Hall of Fame*



[Chip Hartman](#),

ETP Editor -n- Chief and Co-author of "*Win the Race for 21st Century Jobs*". ETP
Recognized Member Business Partner.

★2009 Excellence Award

CEO & Founder of [MeridiaSystems.com](#), media communications company of
choice for designing the [ETP brochure](#). Core experience in writing and technical
documentation, corporate web development, content design, development, and
maintenance, public relations, graphics, e-learning, executive presentation design and
delivery. Strong experience in design of high-impact marketing communications, personal
branding strategies and webinars, etc. Primary goal: Integrating content, technology, and
design for high-impact marketing and web communications.

ETP Volunteer Services Director,

★2010 Excellence Award

Senior marketing executive offering over 19 years of accomplishments
marketing diverse products such as hardware, software, professional and
consulting services, marketing services, and other products in a B2B and B2C
environment. Demonstrated expertise in direct marketing strategies, marketing
communications, and call center improvements to increase business results (revenue,
leads, ROI). Developed marketing strategies for Fortune 100/500/1000 companies, and
participated in global marketing projects. Background includes rich experience working on
marketing initiatives from both the client side and agency side, spearheading marketing
teams for one of the world's largest direct marketing agencies, reengineering marketing
organizations to support business goals, leading a call center and managing vendors.

[Barbara Alexander](#)



[Thomas E. Kenny](#),

Jersey Shore Networking Group Leader

★2010 Leadership Excellence Award

2009 Most Valuable Player Award

Software Engineer specializing in the design and implementation of enterprise
applications. Expertise in designing and developing test automation tools of business
process workflow management applications. Proven track record of implementing enterprise
database applications and inter-system data interfaces, as well as database and system
administration.

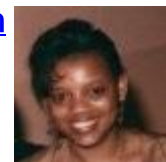
Manhattan Networking Group Leader &
ETP Public Relations Director,

★2010 Leadership Excellence Award

2009 Excellence Award

CEO & President, iPower Global Solutions - Perform organizational functions such
as media, community, consumer, industry, and governmental relations; political campaigns;
and interest-group representation. Obtain, analyze and prepare promotional, informational

[Phyllis Shelton](#)



items and press releases for publication and circulation to the mass media in the form of news and feature articles. Assist in developing and planning promotional programs to publicize and promote events through a variety of media.



[Aaron Cohen,](#)

Central New Jersey Networking Group Leader

★ **2010 Leadership Excellence Award**

2009 Executive Committee Achievement Award

Accomplished senior technical executive with extensive experience managing the business of translating critical needs into technical solutions
- Exceptional team development and technology management.

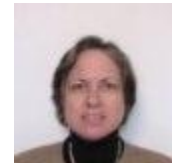
Jersey Shore Networking Group Leader,

[Michele \(Young\) Battista](#)

★ **2010 Leadership Excellence Award**

2009 Excellence Award

Performed various roles in the Software Development Life Cycle (SDLC). Previously, as a Business Analyst and Release Manager supporting a Managed Care Contracting System where interfaced between the business, external vendors and development team members both locally and in Malaysia for enhancements, data modifications or break fix ticket resolution (Change Management). Prioritized open break fix tickets with the business to merge into the software release cycle. Performed system validation utilizing the application and Microsoft Access or Toad in UAT and Production environments. Subject Matter Expert for bringing consumer product from market conception to on the shelf.



[Lou Piombino,](#)

North Bergen County Networking Group Leader

★ **2010 Leadership Excellence Award**

2009 Outstanding Leadership Team Award

Real world, hands-on, Project and Program Manager with over 7 years experience in scoping, communicating, planning, and leading complex projects to successful delivery using matrix teams. Complimentary experience as a Product Manager and Programmer/Designer, brings an array of knowledge, ideas and guidance in the management of not only Projects, but also Product and Client development. Extended background across multiple industries, as an employee as well as consultant, by way of two fortune 50 companies, two technical start-ups, and 1 active merger. Conversant across a broad range of technologies: Web, Embedded Engineering, Wireless(satellite/cellular/RFID), EDI and IVR.

ETP Charlotte Networking Group Leader,

[Amanda Sherman](#)

★ **2010 Leadership Excellence Award**

2009 Excellence Award

Full Service Consultation and Coordination for Weddings and Special Events; Birthdays and Anniversaries; Themed Parties, Bridal and Baby Showers; Corporate Events. As a wedding/event planner I am able to perform the duties that the bride/groom or the client does not have the time or want the pressure. As a planner I am



often asked to create all types of theme events.

Organizing weddings is an event I enjoy and knowing that I am able to make the couple satisfied is a special honor. As a planner I possess impressive negotiating and business skills to haggle with the numerous vendors etc... flowers, music, food, and so forth. As a planner I am here to help you stay within your budget and to help you save money as well as troubleshoot any issues that might arise between the client and the vendor. I will work with the bride and groom at least a year before their wedding day.



[Keith Gross](#), North Bergen County Networking Group Leader

★2010 Leadership Excellence Award

2009 Outstanding Leadership Team Award Winner

Highly successful, motivated, and results oriented Sales Professional that consistently meets objectives. Team player with strong follow-up skills and the ability to interact with all levels within an organization. **Specialties:** Branded and Private Label sales experience for consumer packaged goods.

Central New Jersey Networking Group Leader,

★2010 Leadership Excellence Award

2009 Excellence Award

Credit and risk management professional. Underwriter for global technology leasing and financing transactions to enterprise companies.

[Laura Cohen](#)



[James Ledwith](#), Member Services Coordinator

Solid organization, time management and planning skills. Successfully worked in a team, alone and in supervised environments. Communicates effectively with team members and management. Managed and trained new hires, temps, and summer interns. Enjoy writing software documentation and teaching end-users. **Specialties:** Install, configure & troubleshoot workstations/servers and recommended/performed PC & laptop, hardware and peripheral equipment improvements, upgrades and repairs. Smoothly handled moves/additions and responded promptly to change requests. Constructed, installed and tested customized configurations based on various platforms and operating systems.

North Bergen County Networking Group Leader,

★2010 Leadership Excellence Award

2009 Excellence Award

Lead by example treating all with respect and consideration, affect positive change throughout organizations, upgrade and enhance services for delivery providers.

Specialties: Expert senior business partner, building strategic and project relationships, interviewing and O/D, serve as a trusted advisor to officers, change management facilitation

[Maureen Kinsey](#)



[Adelaida Rodriguez](#), Lamplighter Newsletter Editor-in-Chief

★2010 Leadership Excellence Award

2009 Excellence Award

Self employed CEO of ME, Inc. entrepreneur. Contributing Writer of the Lamplighter Newsletter. She is a Project Manager Professional (PMP), Business Analyst/ Consultant at the Warranty Recovery Specialist, LLC.

ETP Lamplighter Newsletter Proofreader,

[Barbara Daisak](#)



★2010 Excellence Award

IT Instructor - Develop plans and strategies for course roll out. Implemented new systems and workflows in organizations including Pharmaceutical, Healthcare, Financial Services, Government, Legal, and Academic industries. Implementation and emphasis of Kirkpatrick course evaluation methodology and measurement of targeted training initiatives. Apply and emphasize surveys and measures for project success and on the job transfer of training. Strengths in Instruction and presentation for targeted technical training curriculum in individual, distance, remote, classroom, and small group formats. Design and Delivery of custom blended training courses and workshops for local, regional, and global clients and customers.



[Eric Nilsson](#), ETP Lamplighter Newsletter Designer

★2010 Excellence Award

Consultant at Professional Service Group of New Brunswick. Previously Eric was Systems Analyst and Marketing Director at Professional Service Group of New Brunswick and Legacy Systems Administrator at North Jersey Media Group.

ETP Recognized Member Business Partner,

[Tony Cretella](#)



CEO & Founder of [Custom Sign Source](#) - vendor of choice for ETP event banners.

As an entrepreneur of a small and growing business Tony wears many hats, from Sales and Marketing to Operations, from Finance to Human Resources. Tony's goal is to keep his employees busy, productive, motivated and enthused while keeping our customers 100% satisfied. Tony asks his customers to tell us if they are unhappy and to tell everyone if they are happy. So far, we haven't heard a thing and everyone else has. We plan to grow our business slowly and steadily through innovation by providing high quality and high value products and services, be easy to deal with and strive to exceed expectations.

[Go to Welcome Message](#)

[Go to Lamplighter Articles](#)

[Go to Featured Writers](#)

Lamplighter Crossword Puzzle Solution October-November, 2010

Across:

4 Repossession,
7 Credit,
9 Marketing,
12 Capitalism,
14 Economist,
16 Inflation,
19 Taxation,
20 Clone,
22 Earmarxist,
25 Mouse,
26 Charity,
27 Budget,
28 Quarter,
30 Committee,
31 Management,
34 Bargain,
35 Advertising,
37 Phonesia,
38 Forger,
39 Experience.

Down:

1 Spendthrift,
2 Clicklexia,
3 Initiative,
4 Résumé,
5 Strategy,
6 Negotiate,
7 Compromise,
8 Tycoon,
10 Inbox,
11 Freelance,
13 Computer,
15 Bank,
17 Telecrastination,
18 Password,
21 Tact,
23 Retirement,
24 Ambiguity,
25 Meeting,
29 Dictionary,
32 Money,
33 Design,
34 Broke,
36 DIY.

[Go to Welcome Message](#)
[Go to Lamplighter Articles](#)
[Go to Featured Writers](#)