

# Lamplighter



## **SPECIAL ANNOUNCEMENT** **From Carl Reid, ETP Chief Operating Officer**

Through the efforts of every one's contributions, the **U.S. Library of Congress** now recognizes the ETP Lamplighter Newsletter as a globally catalogued periodical. It has been assigned a unique [International Standard Serial Numbering \(ISSN\)](#), which will be displayed on each newsletter issue. A single ISSN uniquely identifies the newsletter title regardless of language or country in which published.

**Special Thanks to:**

**Aida Rodriguez, PMP**  
**Barbara Daisak**  
**Eric Nilsson**

**for their dedication to the bi-monthly newsletter publishing process**

Many thanks to all Lamplighter contributors for your hard work in touching the lives of all those who engage Empowering Today's Professionals Network. **ETP Network works because of each of YOU!!**



## ISSN is for Serials

*U.S. ISSN Center, Library of Congress  
International Standard Serial Number (ISSN)*

### Serials Defined

- Serials are print or non-print publications issued in parts, usually bearing issue numbers and/or dates. A serial is expected to continue indefinitely. Serials include magazines, newspapers, annuals (such as reports, yearbooks, and directories), journals, memoirs, proceedings, transactions of societies, and monographic series.

### International Standard Serial Numbering

- The various and constant changes to which serials are subject, combined with the large growth in the world's publishing output, prompted the development of a standard (ISO 3297-1975; ANSI Z39.9-1979) for the identification of serials: the International Standard Serial Number (ISSN).



### Administration of ISSN

The coordination of the ISSN is international, with registration initiated at the national level where serials are published. The U.S. ISSN Center within the Library of Congress serves the United States in the ISSN network. The ISSN International Centre located in Paris coordinates the network. The U.S. ISSN Center is responsible for registering and providing ISSN for serials published in the United States and for promoting use of the ISSN.

### Advantages of Use

The ISSN should be as basic a part of a serial as the title. The advantages of using it are abundant and the more the number is used the more benefits will accrue.

ISSN provides a useful and economical method of communication between publishers and suppliers, making trade distribution systems faster and more efficient.

1. The ISSN results in accurate citing of serials by scholars, researchers, abstracters, and librarians.
2. As a standard numeric identification code, the ISSN is eminently suitable for computer use in fulfilling the need for file update and linkage, retrieval, and transmittal of data.
3. ISSN is used in libraries for identifying titles, ordering and checking in, and claiming serials.
4. ISSN simplifies interlibrary loan systems and union catalog reporting and listing.
5. The U.S. Postal Service uses the ISSN to regulate certain publications mailed at second-class and controlled circulation rates.
6. The ISSN is an integral component of the journal article citation used to monitor payments to the Copyright Clearance Center Inc.
7. All ISSN registrations are maintained in an international data base and are made available in the ISSN Register online. The ISSN portal and other products are described in a document maintained by the ISSN International Centre: [ISSN products](#)

Since 2004 [Empowering Today's Professionals \(ETP\) Network](#) 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](#)

[Cover Page](#)

[Welcome Message](#)

## Welcome Message

*The greatest negotiating tool of all time is to simply be nice to other people.*

Hilton Johnson, MLMCoach



**Welcome to our June – July 2010 edition of the Lamplighter.**

We are elated to announce that on April 15, 2010, The ETP Lamplighter Newsletter received the official recognition from the **U.S. Library of Congress as a globally catalogued periodical**. It has been assigned a unique **International Standard Serial Numbering (ISSN)**. For more information about the ISSN, click on the bar code:



Special thanks to **Eric Nilsson**, our design layout expert, **Barbara Daisak**, our proofreader, and to all our volunteer writers for making this edition possible.

We always aspire to make each issue of the Lamplighter interesting and informative. We would like to acknowledge and thank **Eric Nilsson** for all his hard work in putting together the graphics, in providing the links for easy page navigation, and for doing researches for the Alchemist Arcanum column.

### We hope you will enjoy the following new features:

- Trivia Questions & Answers INSERTS that you will find within some pages.
- The ETP Network Member Benefits (Update)
- Information on the ISSN (International Standard Serial Number)
- A touching story of a family's sacrifice and patriotism in the Awareness Corner
- The Lamplighter Survey Reminder
- June and July, 2010 Bizarre and Unique Holidays

### Featured Columns

➤ "Benefits of the ETP Membership" (Update)	➤ <b>Jerry Clifford's</b> "Chicken, Sheep and CEOs"
➤ <b>Rod Colon's</b> – "Networking Basics"	➤ <b>Richard Kroh's</b> "Things to Do (and not) While in Job Search"
➤ <b>James Scott's</b> - "Old Contacts Are the Best"	➤ <b>Amanda Sherman</b> – "My Career – Am I On An Emotional Rollercoaster?"
➤ <b>Robert McEwan's</b> – "Using Triangulation in Your Job Search"	➤ <b>Aida Rodriguez</b> – "The Intricacies of Business and Social Etiquette"
➤ <b>Eric Nilsson's</b> Compilation "Alchemist's Arcanum"	➤ Awareness Corner – "The Cemetery Story"
➤ <b>Barbara Daisak's</b> "Tech Tip"	➤ <u>Answers</u> to Crossword Puzzle
➤ Celebrating History	➤ Meet the Lamplighters
➤ <b>Eric Nilsson's</b> "Crossword Puzzle"	➤ June & July, 2010 Bizarre and Unique Holidays
➤ Lamplighter Survey Reminder	

Many thanks to our readers especially to those who filled out the **Lamplighter Satisfaction Survey**. Please continue to do so. Your feedback is very important to us.

***We would like to wish you a Happy Father's Day and Happy Independence Day!!!***

[Lamplighter Features](#)

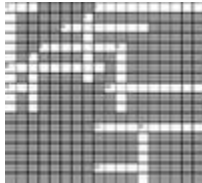
## Lamplighter Features Lamplighter Columns



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Empowering Today's Professionals

[Benefits of ETP Membership](#)



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



[The Alchemist's Arcanum](#)  
(Compilations by Eric Nilsson)



[Crossword Solution](#)



[Barbara Daisak's Tech Tip](#)



[Celebrating History \(Very Quickly\)](#)



[Lamplighter Survey](#)



[Awareness Corner](#)



[Lamplighter Staff](#)



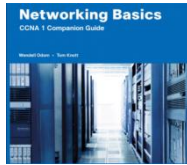
["It's a jolly holiday with you, Bert"—Over 60 holidays to celebrate in June and July](#)



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## Featured Writers



[Networking Basics](#)  
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[Old Contacts Are The Best](#)  
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[Using Triangulation in Your Job Search](#) by [Robert S. McEwan](#)



[Chickens, Sheep and CEOs](#) By [Jerrold \(Jerry\) Clifford](#)



[Things to Do \(and not\) While In Job Search ..](#) By [Richard Kroh](#)



[My Career – Am I on an Emotional Rollercoaster?](#)  
By [Amanda Sherman](#)



[The Intricacies of Business and Social Etiquette](#)  
By [Aida Rodriguez](#)

### Test Your Knowledge

While seemingly silly, the following questions are not as easy as they look. With some exceptions, everything mentioned below was taught in school. Two were, at one time, jokes. See how you do.

To see the answer, click the "What's Your Answer?" icon on the right-hand side. To return, click the "Your Winning Solutions" icon on the left side.

- Which capitol city in the United States is not in any state?
- Who was the first man in outer space?
- Who is buried in Grant's Tomb on New York's West Side?
- What were the original thirteen states of the United States?
- Of what is plastic made?
- Can you name the five Great Lakes?
- What is the tallest building in New York City?
- Senator Ron Paul wants to bring back the Gold Standard. What is the Gold Standard?



## Benefits of ETP Platinum 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](#)

<p align="center"><b>Member Benefits That Achieve Results</b> for less than 21 cents a day</p>	<p align="center"><b>Member</b> \$74.99/yr <a href="#">CLICK HERE TO JOIN</a></p>	<p align="center"><b>Student Member</b> \$37.50/yr <a href="#">CLICK HERE TO JOIN</a></p>
<p>1. Receive copy of book "Win the Race for 21st Century Jobs". (<b>\$20 Value</b>) <a href="#">Read more</a></p>	<p align="center">✓</p>	<p align="center">✓</p>
<p>2. Personal introductions and connections to company insiders through exclusive ETP Angel Program, which includes 13 million people. <a href="#">Get Details</a></p>	<p align="center">✓ Unlimited</p>	<p align="center">✓ 1 Per Month</p>
<p>3. Personal mentoring access with senior ETP Network leaders. <a href="#">Read more</a></p>	<p align="center">✓</p>	<p align="center">✓</p>
<p>4. Weekly Q &amp; A job search training call with Rod Colon, for members in transition. (<b>\$250 Value per call</b>) <a href="#">Review call schedule</a></p>	<p align="center">✓</p>	<p align="center">✓</p>
<p>5. Access to all support resources for leveraging the proven ETP Network "7 Step Job Search (c)" methodology.</p>	<p align="center">✓</p>	<p align="center">✓</p>
<p>6. Monthly "CEO Corner" training call for members currently employed. (<b>\$250 Value per call</b>) <a href="#">Review call schedule</a></p>	<p align="center">✓</p>	
<p><b>Tools Resources &amp; Networking Opportunities</b></p>		
<p>7. Practice reciprocal networking techniques, taught only by ETP Network for proven results, at ETP sponsored networking events throughout the United States. <a href="#">Register Now</a></p>	<p align="center">✓</p>	<p align="center">✓</p>
<p>8. <a href="#">Download</a> ETP Network exclusive Career Management Swiss Army Knife business intelligence toolbar.</p>	<p align="center">✓</p>	<p align="center">✓</p>

9. Access to the ETP Network Member directory connects you quicker to other members.	✓	✓
10. <b>Smart Radar</b> subscription makes customized job opportunities come to you. Eliminate time spent looking for a job. Spend more time scheduling interviews. ( <b>\$60 Value</b> ) <a href="#">Start a Smart Radar Subscription</a>	✓	✓ <b>30 Day Trial</b>
11. Self study programs with video, 50+ audio recordings and reference document training libraries. ( <b>\$149 Value</b> )	✓ <b>CLICK HERE TO JOIN</b>	✓ <b>CLICK HERE TO JOIN</b>

There are 2 levels of membership, which readers should be provided with the following directions to review by visiting [www.etpnetwork.com](http://www.etpnetwork.com) > Member Benefits menu option

	<p style="text-align: center;"><b>What were the original thirteen states of the United States?</b></p> <p>In order by date of entry, the original states are: <b>Delaware</b> (December 7, 1787), <b>Pennsylvania</b> (December 12, 1787), <b>New Jersey</b> (December 18, 1787), <b>Georgia</b> (January 2, 1788), <b>Connecticut</b> (January 9, 1788), <b>Massachusetts</b> (February 6, 1788), <b>Maryland</b> (April 28, 1788), <b>South Carolina</b> (May 23, 1788), <b>New Hampshire</b> (June 21, 1788), <b>Virginia</b> (June 25, 1788), <b>New York</b> (July 26, 1788), <b>North Carolina</b> (November 21, 1789), <b>Rhode Island</b> (May 29, 1790). Source: <a href="http://en.wikipedia.org/wiki/List_of_U.S._states_by_date_of_statehood">http://en.wikipedia.org/wiki/List_of_U.S._states_by_date_of_statehood</a></p>
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## Networking Basics

By Rod Colón

You need to be sure to observe the following guidelines in all of your networking endeavors:

- ❖ Never think about making connections because of what you believe others can do for you; approach it in terms of what you can do to support the goals of others.
- ❖ Never try to use networking as a means of asking for employment. Instead, use networking to ask for advice, guidance, or suggestions for what some “next steps” might be given your particular situation.
- ❖ If you are placed in the role of a connector (i.e., you will, at someone’s request, be asked to connect person “A” with person “B”), make sure you understand the requestor’s value proposition, i.e., what it is that they bring to the table for the benefit of the relationship. If you believe their value proposition is weak or inadequate, politely decline the request to make the connection on the grounds that you, as the connector, have the most to lose if the relationship doesn’t work out well.
- ❖ Note: I’m using the term ‘value proposition’ here in the generic business sense, not the ETP Network-specific sense. While the two are close, they’re not identical.
- ❖ Get comfortable with small talk; you’ll need it to grease the wheels of first-time connections.
- ❖ Carefully manage the trusted networks you build. Treat each relationship as if it’s the most important link in your chain. Ping your network regularly.

- ❖ Follow up or fail. Soon you'll be thinking of your career as a business owner (the CEO of ME, Inc.), and so this is now a "corporate responsibility", not an idle task on a "to do" list.
- ❖ Build your network before you need it. Never become complacent; when you find yourself in transition, have the network already in place to help support you and guide you to your next position.
- ❖ Networking (as part of the business of managing your career) NEVER STOPS.



Why are networking, connections, and relationships so critical to your ME, Inc. business?  
I'll be specific:

Once we get into the 7-Step Job Search Methodology, you will need to find advocates, i.e., people who can help you "network your way" into a particular organization or company. Without the use of advocates, you might as well spend your time in The Black Hole.

If your networking or connecting skills are rusty, you may have to spend some additional time in developing them so that you can establish appropriate advocate relationships with confidence when they're needed.

Since you can't possibly know now just who those future advocates will be, you'll have to treat everyone you meet as though they are a potential advocate.

Without the use of advocates and connectors, your business development (job search) methodology will either fail you or at the very least slow you down... way down.

Best wishes and keep networking alive, RC

**Rod Colón is the Chief Executive Officer of *Empowering Today's Professionals Network* *Running the Business of "ME"***

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## OLD CONTACTS ARE THE BEST

by James Scott



When looking for new opportunities sometimes our oldest contacts are the best. In 1997, I was in transition after a working for ten years at a good company that was sold to a UK company. They permitted me to sit at my desk, while they paid my severance. At that time, they considered it as the outplacement support. Going to work every day, I felt like a dead man walking. I was there, but it was over. It was early internet days, I had a prodigy email account (remember prodigy?). It was pre-LinkedIn, and most of friends didn't even have email addresses. I called the usual contacts I had worked with, our company accounting firm, and our lawyer. I looked at the three inch thick pile of business cards I had accumulated -- how to start with those? My previous employer was in bankruptcy, and both of the companies I had worked for before had been taken over and absorbed years before. Out of the blue, I got a phone call from Bruce.

Bruce was a fraternity brother whom, except for a short conversation at the reunion at Rutgers the year before, I had not seen or talked to for almost 20 years. (Wow, what's my age again?) Bruce was in transition, he was looking for a job. I have always liked Bruce, he was a year ahead of me at college at the time he seemed so much older, and he was an officer of the fraternity. Always positive, direct, funny -- I looked up to Bruce. He went to law school, but never finished. I never thought he would ask me for my help. Of course, I said I would help. So I asked him to send me his resume. He seemed disappointed, probably thought I was blowing him off, so I invited him to lunch. Misery loves company I thought, if nothing else at least we could catch up on old times.

He was overjoyed. We went to lunch. I mostly just listened to him for an hour, and in truth didn't have a clue on how to help him. Lunch over, while he was insisting on picking up the check I told him about my own status in transition. He was quick to answer that he knew of a job for me. And he did. Just like that.

Bruce is a natural networker, outgoing, center of attention kind of guy. He had not only called me, he had gotten the contact list from our fraternity and called every brother on record who had graduated from Rutgers from 1965-1990. (He was able to get the list because he used to be a volunteer advisor to the Chapter in 1980's). Bruce called everybody on the list. What brother isn't going to answer the call from another brother? One of the guys he called, who was 10+ years older than both of us had just invested in a startup company and they needed a CFO.

To make a long story short, guess who had a very warm introduction and got the job? And what did I do in return, I reached out to everyone I knew for Bruce. No, I didn't get Bruce a job, but I did get him some interviews. And when he ended up in sales and had stuff to sell, guess who found a way to buy some of his company's products? And after I left that company and started my own consultancy (branded theCFO.com ([www.thecfo.com](http://www.thecfo.com))) one of my first clients was the guy who Bruce introduced me to. The one who had hired me as CFO also became one of my first clients when I started out on my own. Life is easier now, and networking is too. Both of those guys are among the 400+ contacts I keep a little closer to now with LinkedIn. This is all networking, like connecting the dots. They are there to connect, if you do the work.

I bet you also know your own Bruce, and he knows the guy who may hire you. I was lucky that time, Bruce happened to be reaching out for my help. I was not smart enough then to reach out for help like he did. Now I know better. You can be Bruce, with your own network because you know more people than you think you know. Or you can find the Bruce you already know. Most people really do want to help, find them and let them. They will be the same people looking for you some day.

**James Scott** is a Financial Growth Optimizer CFO with twenty years of executive level leadership supporting fast growing technology companies. **Founder and principal of TheCFO.com.** Multi-industry PRO experienced in financial services, manufacturing, IT (software and services), Internet, electronics, media, telecom, industrial services, marketing and publishing. Focus on reaching objectives by providing deal making and strategic leadership to enable others to concentrate on their role in delivering on the corporate vision. Provider of organizational and financial framework to enable managers, employees, vendors and customers to contribute optimally to company success as measured by customer satisfaction and bottom line results. Hands-on team player who gets everyone into the game; leader by example. Email: - [theCFO@hotmail.com](mailto:theCFO@hotmail.com)

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YOUR  
WINNING  
SOLUTIONS

### Which capitol city in the United States is not in any state? The District of Columbia, better known as Washington, D.C.

After the US Constitution (1787) provided that a tract of land be reserved for the seat of the federal government, both Maryland and Virginia offered parcels for that purpose; on 16 July 1790, Congress authorized George Washington to choose a site not more than 10 mi (16 km) square along the Potomac River. (Source: <http://www.city-data.com/states/District-of-Columbia-History.html>)

### Using Triangulation in Your Job Search

by Robert S. McEwan

Congratulations! You've uncovered an open position that's a good fit for your background and experience in one of your targeted companies. You have the name and contact information for the person in Human



Resources that's responsible for the position. You've tweaked your resume and created a solid value proposition that you have included as part of your cover letter. You send in your paperwork, and wait to hear back from that HR person to schedule an interview and get the process moving. You're all set, right?

That process may work well in some cases, but there's a potential problem. Right now, you have a single point of contact into that company for that job. That person may be very helpful, or they may be a gatekeeper that could hinder your success in moving forward through the interview and hiring process. Either way, you can only rely on the information (or lack of information) that you can get from this single source.

But, what can you do to overcome this? A concept that is often used successfully in sales is called **Triangulation**, where you seek out at least three different sources in order to gain information and get a more complete picture of the opportunity and how to close it.

You can use Triangulation in your role as the CEO of Me, Inc., as well. Gathering information from multiple sources within that company can give you insight to the position that you may not be able to get from your single point of contact. In some cases, it is because they are unwilling to share that information, and, in other situations, they may not even know it themselves.

Some of the information you can glean from Triangulation may include the answers to the following questions:

- Is the position a real opportunity, or are they gathering a talent pool in anticipation of future openings?
- How long has this position been posted? If the posting has been open for several months, why hasn't it been filled yet?

- What is their timing to fill this role? Is this an immediate hire, or will they wait until the beginning of the company's next Quarter or Fiscal Year before bringing the successful candidate on board?
- Is this a new role (expansion) or are they replacing someone (backfill)?
  - If a replacement, what happened to the person that was in that role?
  - What is the turnover like in the organization?
    - Is it a stable environment or is it a "revolving door"?
- Are there other possible open positions in the company that may be a good fit for your background, experience, and career goals?
  - Keep in mind that your HR contact may not be aware of all of the other open positions available in the company.
- Who is the hiring manager?
  - How long has the manager been in that role?
  - What is his/her background and experience?
  - What's their role in the organization?
  - Is there anyone in your network that may know the hiring manager?
    - Associate / co-worker / supervisor
    - Vendor
    - Customer
    - Personal acquaintance
  - What is the hiring manager really like?
    - Core values
    - Hobbies
    - Family
  - Can anyone in your network help you connect with the hiring manager outside of the formal interview process?
- What is the hiring manager *really* looking for in an ideal candidate?
  - Type of experience
  - Personality types
  - Certain skills or education
  - Other characteristics
- What is the corporate culture like from an insider's view? Do you feel you will fit in well in that type of environment?
- What is the hiring process?
  - How many interviews will occur during the process and with whom?
  - How long is the typical interview / hiring process?
  - Who are the real decision makers and who are the influencers? Some of the people you may meet with during the process may include:
    - Hiring Manager
    - Hiring Manager's peers
    - Your Potential peers / teammates
    - Hiring manager's supervisor
    - Member(s) of the senior management team
  - What types of references are needed and how many?
  - What types of background checks / verifications may be part of the process?
  -

These are just some examples of the types of information you can gather using Triangulation. Leveraging your network to gain insight into the job and the company can help you decide on the front end whether this is the right position for you to pursue. If so, it will help you become better prepared not only for the interviews and the rest of the hiring process, but it will also give you a leg up in your new job.

**Remember – Information gives you the knowledge you need to prepare yourself for success!**

**Bob McEwan** is the founder of PPT Associates, which works with companies to help them succeed by using the right mix of People, Process, and Technology. Bob has extensive experience in enterprise software and professional services sales, as well as corporate and public Education, during his 25+ year career. He has worked for some of the leaders in the IT industry, including Sun Microsystems, Unisys, Remedy, and SCO.

During his sales and sales management career, Bob has sold into many Fortune 1000 companies in a variety of vertical industries, earning several Sales Recognition Awards along the way. He also developed a wide variety of courses which he taught throughout the world, providing software product, sales, quality / customer satisfaction, and organizational development training to both customers and internal corporate staffs.

Bob is also a certified Teacher in New Jersey and Pennsylvania, beginning his career as a High School Math and Computer Programming teacher. The father of 3 grown children, Bob and his wife, Sharon, reside in Ocean Grove, NJ.

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**YOUR  
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### **Who was the first man in outer space?**

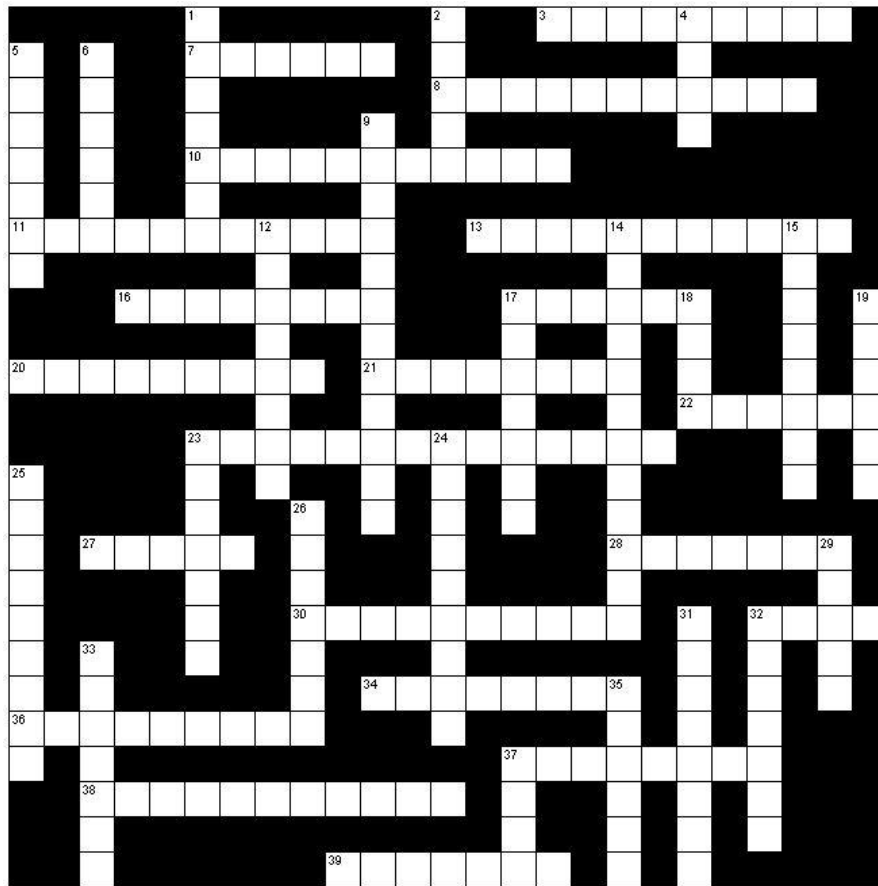
On April 12, 1961 Yuri Gagarin became the first human to [orbit](#) Earth! The name of his spacecraft was *Vostok 1*. *Vostok 1* had two sections. One section was for Yuri. The second section was for supplies needed for Gagarin to live such as oxygen and water.

(Source: [http://starchild.gsfc.nasa.gov/docs/StarChild/whos\\_who\\_level1/gagarin.html](http://starchild.gsfc.nasa.gov/docs/StarChild/whos_who_level1/gagarin.html))

On May 5, 1961, only 23 days after Yuri A. Gagarin of the Soviet Union became the first man in space, (Alan B. Shepard) Shepard was launched at 9:34am EST aboard the spacecraft he named Freedom 7 (MR-7) powered by a Redstone booster (MR-3), becoming the first American in outer space.

(Source: <http://history.nasa.gov/40thmerc7/shepard.htm>)

## Lamplighter Crossword Puzzle June-July, 2010



### Across

- 3 Is this really necessary?  
Absolutely! (9)
- 7 Influence change. (6)
- 8 Another way to admit strength  
and weakness (11)
- 10 Someone who knows no courtesy  
(11)
- 11 Express yourself (11)
- 13 In hindsight, looked ahead (11)
- 16 Result of Babel (8)
- 17 "Hot link" at top or bottom of web  
page. (6)
- 20 Proper conduct (9)
- 21 A definite bearing (8)
- 22 Change's result. (6)
- 23 Obligation (14)
- 27 The type of people who follow the  
rules (5)
- 28 One having a good season,  
especially by July (7)
- 30 Doing unto others (10)

- 32 Sometimes hard, sometimes  
soft, always an exchange (4)
- 34 Insincere, sometimes oily, rarely  
refined (8)
- 36 When conforming is right or just  
(9)
- 37 A starting point or a boundary (8)
- 38 Answer when it knocks (11)
- 39 Prevailing customs or misspelled  
houses (7)

### Down

- 1 Sometimes in, sometimes out of  
(7)
- 2 Good will, or a type of period (5)
- 4 Something necessary (4)
- 5 How we act (7)
- 6 What old folks teach and young  
folks ignore (6)
- 9 You are on your own (12)
- 12 Polite behavior (8)
- 14 Heap big praise (12)
- 15 What the passerby says (8)

- 17 Ball or roller; support; how one  
presents him- or herself (7)
- 18 Obnoxious behavior (4)
- 19 A tax or a way of doing things (6)
- 23 Not oily, but like gasoline (7)
- 24 Boorish quality (9)
- 25 Hardware signal to stop (9)
- 26 June 14th (7)
- 29 King Yardstick of Early Tibet is  
one (5)
- 31 Revolutionary symbol (8)
- 32 What ETP networking offers (7)
- 33 Efficient, sparing, or conservative  
use (7)
- 35 Long-winded, stem-winder, or  
elevator (6)
- 37 A churlish Yahoo! (4)

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## Lamplighter Survey



### Please help us help you!

The surveyor above says that things are tough in Construction, so he offered his services to help the Lamplighter staff help you, the Lamplighter readers. He's smiling because he knows that it takes only a few seconds (a little more than a minute) to take the [Lamplighter Survey](#), and he thinks you'll take the extra time to add a comment or two.

The survey is anonymous and so are the comments. The comments are important because they help define the composition of the Lamplighter. The comments should be constructive, pointing out what you as a reader like and dislike. The great thing is that you can take the survey as often as you desire, especially if a short while after completing the first survey, you want to add another comment.

Let's all make Lamplighter a newsletter worthy of its name and let the surveyor gain useful experience (he's looking to change careers).

Thanks from the Lamplighter staff and the anonymous surveyor.

**YOUR  
WINNING  
SOLUTIONS**

### Senator Ron Paul wants to bring back the Gold Standard. What is the Gold Standard?

[System](#) of backing a [country's](#) currency with its [gold reserves](#). Such [currencies](#) are freely [convertible](#) into gold at a [fixed price](#), and the country [settles](#) all its [international trade transactions](#) in gold. Between 1900 and 1914 world's major [economic powers](#) were on gold standard, but could not [maintain](#) it during [first World War](#) (1914-18) and, except the US, finally abandoned it in 1931 during the [Great Depression](#) (1930-40). The US too abandoned it in 1971 to join the [floating exchange rate](#) system which is the [international monetary-system](#) as it exists today.

(Source: <http://www.businessdictionary.com/definition/gold-standard.html>)

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[Featured Writers](#)

## Chickens, Sheep and CEOs

By Jerrold (Jerry) Clifford



We have all heard jokes about why chickens cross roads, the usual answer being “to get to the other side.” We laugh, think of new answers or ignore the whole thing. Yet those chickens have an objective. Not being chickens, we may not actually understand their intentions. Perhaps they are looking for other chickens. Maybe the thought of some more chicken feed is the motivating factor. Or perhaps it is a safe place where they can lay some eggs. But no matter why they do it, they do cross the road.

On the other hand, sheep tend to stay put. They like to graze in pastures along with other sheep. If they are pushed away from their favorite grazing spot they don’t complain; they simply resume grazing wherever they end up. They are not leaders. They don’t try to find new spots which might lead to better or more abundant food. Neither do they follow others. Seeking new or expanded pastures is not for them. They tend to stay put, eating grass at the roots until there is nothing left. They won’t consider new grazing ideas—a new area to munch on or new food sources or types unless they absolutely have to.

Some of us have sheep-like characteristics. We tend to let outside influences push us along. We wait for things to happen in our exact location and then don’t adjust until we are forced to do so. We form a familiar comfort zone. We establish a routine that is comfortable and avoid anything that might result in the need for an adjustment to the pattern. For example, if we are seeking a position and we like computers, we only apply for jobs online. The repetition enables us to become proficient at it which also promotes a feeling of productivity. Filling out electronic forms is familiar, offers few surprises and is comfortable. Other activities such as networking involve people and since no two people are alike it also introduces the unknown. We don’t like uncertainty—it may take us away from the familiar. If there is a networking meeting a few miles away we won’t extend ourselves. We hope that a meeting is held in our own neighborhood and then we will “think” about attending.

**CEOs take charge.** They run their companies with the attitude that they will do what is best for their organization. That means exploring opportunities. To do that they must find out about the opportunities. They can’t do that staying put like sheep. They have to get out there, meet people, make things happen, forge alliances and help one another. They have to cross the road.

Are you willing to talk to people and make things happen? If there were a network meeting across the street that could be helpful to you in attaining your goals would you go to the other side? Would you get out of your comfort zone and explore new opportunities, ideas? Would you extend yourself to try to help others and in doing so encourage others to help you?

As the CEO of ME, Inc. you cannot afford to stay in your comfort zone. You must always look for new outlets for your product --**YOU**. Competition (people available to do your job) forces you to improve your product (training, certification, contacting list, etc.). These steps involve action. To do them you must get out of your comfort zone. CEOs can’t afford to be sheep.

**Perhaps the riddle should be reworded. Why do chickens and CEOs cross the road?**

**Jerry Clifford** is a Project and Program Manager experienced with all aspects of software project development. As both employee and consultant he worked with some of the nation’s premier companies including AT&T, Cisco Systems, and Merck. He holds a graduate degree in mathematics, earned certifications in project management and information systems auditing (CISA) and was elected to two terms as President of the EDP Auditors Association, New Jersey Chapter. He is the published author of several technical and non-technical books on topics ranging from computer math to car repair and carpentry.

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[Featured Writers](#)



# The Alchemist's Arcanum



## *The Alchemist Speaks:*

Once again, the Alchemist displays deep secrets to you, the reader. These arcana attempt to assist you in coming to terms with a job loss; and taking that loss and, hopefully, turning it into a winning job.

You've no doubt seen articles from many places, spoken with friends, neighbors, former co-workers, and former and potential employers about what steps should be taken. Not surprisingly, you are not alone on the path and you will find the path well-worn by previous job seekers, people who have found employment to reduce traffic on the path. You, too, will move in fits and starts, but you will eventually leave the path.

I hope these articles help in your search and your next employment.

Click on these links to go to the article of interest:

1. [The Resume Gap](#)
2. [Working at Home - Dream or Nightmare?](#)
3. [Worst Mistakes Job Seekers Make](#)
4. [Are You Getting Interviews, But Not the Job?](#)
5. [Getting Fired or Laid Off: A Survival Guide](#)
6. [Does Your Resume Direct Employers to Your LinkedIn Profile?](#)
7. [Job Search Networking: Two Essentials – and Neither is Your Resume](#)

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### [Lamplighter Columns](#)

### [Featured Writers](#)

*Eric Nilsson*

(Read Eric Nilsson's brief biography by click [here](#))

## **The Resume Gap**

By Bob Weinstein

July 16, 2009

Conventional thinking says that resumes ought to be logical and consistent--and time gaps are to be avoided like the plague. In a perfect world, this may be true. But this is not a perfect world, and human beings are not perfect, consistent or logical.

While many career builders demonstrate logical career paths (a bunch of career jobs within the same industry), there are just as many people who don't boast consistent paths. They've changed careers a couple of times, job-hopped too often and tried their hand at different industries. When crafting their resumes, their first inclination is to disguise lengthy career gaps with logical explanations or skirt them with confusing rhetoric or fancy graphics. That's a mistake.

Keep in mind that not all gaps have to be disguised or explained. A two- to six-month gap requires no explanation. In a strong market, it will often take several months to find a new job. There is no set rule, but it's a good policy to explain gaps of up to and beyond a year. It's these obvious gaps that attract attention.

Don't underestimate HR people, headhunters and hiring managers. Put yourself in their place. Among the first questions that pops into their head when spotting a time gap is, "What did this person do during this period?" Or, "What is he hiding?"

Browsing thousands of resumes for candidates with specific skills is a tedious and boring chore. Don't complicate it with missing and confusing information. Make the process easy by forging a resume that spotlights job-snaring skills. The time spent covering up inconsistencies can be better used

explaining strengths rather than disguising deficiencies.

Most resumes barely get a 15-20 second scan. If it doesn't resonate with a reader in that period, it's trashed. Why play a dangerous game and defy the odds? Give employers what they want: the unadorned truth. That ought to be facts and figures that match job descriptions. It's especially important during recessionary periods when industries are laying off thousands and the competition for jobs is fiercely competitive. It's all the more reason to be forthright about presenting credentials.

### **How to handle time gaps and insistencies**

It doesn't take lengthy, heart-rending, confessional explanations to explain time gaps. Instead, simply explain how the time was filled. Don't assume that potential employers will draw negative conclusions. Consider that upfront honesty may capture respect. Possible explanations include a much-needed vacation; volunteer work for a worthy cause; classes/programs for a college degree or certificate; a career change; or another job to pay bills until a career position opened.

Taking time off to travel, for example, is likely to be interpreted as a culturally enriching experience, making for a worldlier candidate. In a global business world, knowledge of foreign cultures and languages are considered valuable assets.

### **Chronological format preferred**

A functional resume makes sense for justifying a career change. It's a sound format for piquing a prospective employer's attention without having concrete experience to back it up. For most positions, however, the chronological format (listing of jobs by dates in order) best sells candidates for most jobs.

### **Only relevant jobs**

A solid chronological resume should only focus on a few jobs demonstrating competence; inclusion of practically every position held is a waste of time. Employers aren't looking for job histories (job applications are the place for this kind of information). Typically, most employers will first look at last position held, hoping it matches the job requirements they need. They reason that these are the candidates that may have up-to-the-minute skills

they're looking for. They're more likely to "hit the ground running," to use headhunters' favorite cliché. However, not all candidates meet that stringent criterion. The next best choice is finding desired skills in candidates' prior jobs.

### **Tell the truth**

Whether explaining a time gap or just selling yourself, don't lie or distort the truth. There's an excellent chance the error in judgment will backfire. More and more companies are hiring third-party firms to run reference checks. Is it worth the embarrassment and disgrace of being found out and caught in a lie?

### **Cover letters and time gaps**

A lengthy time gap ought to be briefly mentioned in a cover letter. To get the uncomfortable subject out of the way, it should almost be mentioned in passing. It brings the sensitive issue to a hiring manager's attention before he discovers it on his own. When called in for an interview, it's likely that the time gap question will be among the first asked, so critical qualification issues can be discussed in detail.

Summing up, don't be hesitant about explaining a time gap on a resume. If it was long enough to warrant mentioning, tersely explain it and move on. And if it was a career-enriching learning experience, by all means mention it. It's bound to score a point or two with prospective employers.

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Alchemist's Arcanum

## **Working at Home - Dream or Nightmare?**

By Saoirse O'Mara

Many of us dream of it: Quitting going to work every morning. Just stepping out of bed, taking a pot of coffee and sitting down in front of our computer in the home office (or in the garden). No boss who is peeping in every now and then, no colleagues who distract you from work, no loss of time on the way to work. Only you and your work and a more efficient time management.

However, is this picture of working at home true?

See the highs and lows of working at home here:  
[http://www.associatedcontent.com/article/2894592/working\\_at\\_home\\_dream\\_or\\_nightmare\\_pg2.html?cat=3](http://www.associatedcontent.com/article/2894592/working_at_home_dream_or_nightmare_pg2.html?cat=3)  
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## Worst Mistakes Job Seekers Make

By Bob Weinstein

June 5, 2008

After truckloads of books and articles have been written about how to land a job, you'd think job seekers would be savvy and stop making the same mistakes. Yet not only are they making the same ones as a decade ago, but also new ones.

We're going to focus on the top nine mistakes job seekers consistently make. If you're honest with yourself, you'll get on the stick, do some soul-searching and find out if you're guilty of some of the following:

**1. Defeatist attitude.** If you start off with a positive attitude, you'll avoid many of the mistakes that are routinely made. A positive attitude is the catapult for motivating you to put all your energy into your job hunt. It means taking chances and investing time and energy in work that won't pan out. If you put your heart and soul into your job search, you're going to strike out a lot. That's part of the job-hunting game. But just when things seem bleak, suddenly all your efforts will start to pay off. You'll get interviews--and possibly a couple of job offers.

However, if you start out with a negative attitude, you'll be defeated before you start. You'll think that you don't stand a chance because your competition is smarter and more experienced. You'll find reasons for not giving your search 100 percent. Thinking along those lines knocks you out of the race for the great, hard-to-snare jobs. You'll likely wind up settling and taking the first decent job that comes along.

**2. Little planning.** This is an umbrella category that leads to a slew of mistakes (especially the two that follow). A smart job seeker thinks like a project manager and starts out with a plan. The project: landing a certain job in a specific industry. Everything you do is targeted at achieving that goal. And there ought to be mini goals and milestones along the way

so that you can measure your progress. These are precious details most job seekers don't consider.

**3. No focus.** Without planning, there is no focus. As a result, your job search is reduced to a series of hit-or-miss experiences where luck and good fortune play larger roles than targeted, meaningful hard work. Unless you're lucky and score immediately, your job search could take twice as long and wind up with disappointing results.

**4. Poor resume.** If you're guilty of the first three mistakes, your resume will also be a half-hearted effort instead of a sharply focused sketch of your job history and accomplishments. Most important, it will lack a clear objective. Instead of tailoring each resume to the job you're after and sweating over every word, your resume will be dashed off and will look like 98 percent of the resumes recruiters and HR departments receive every day. You can guess what will happen to it.

**5. Lack of discipline.** Job hunting is hard work. It's tedious, boring and frustrating. When you're at it sunrise to sunset, five days a week, it seems like an endless process. But to do it justice, you have to do it every day. And that's not easy, especially when things aren't going well. This is when you have to muster the energy to ratchet up your search and go at it with a renewed vigor. It's called discipline. The more disciplined you are, the faster you'll see positive results.

**6. Mediocre communication skills.** Employers have been complaining about job seekers' poor communication skills for several years. This is an area where you must excel on all fronts. If you're a weak communicator and lack polished written and speaking skills, you ought to be constantly working on improving them--not only when job searching, but throughout your career as well.

**7. No follow-up.** Even though you're going to be rejected, every interview and meeting requires prompt follow-up. The idea is to acknowledge every encounter, thanking everyone who took the time to see you or evaluate your credentials. One day this tedious effort will pay off when interested employers notice that you've gone that extra mile to demonstrate your professionalism.

**8. Inadequate networking.** Everyone seems to be networking these days. But there is good networking and there is mediocre networking. Good networking is thinking carefully about whom you're connecting with and where it will lead, and working aggressively to connect with the right people who'll potentially open career doors for you. Poor networking is employing a buckshot strategy without planning or forethought. Often, this tactic is worthless, and you're better off not networking at all.

**9. Being disorganized.** Job searching involves a lot of paperwork, schedules, research and timetables. To run an efficient job-hunting campaign, you must create your own order so that you know where you are at any moment. It means meticulous note-taking and keeping a daily calendar of appointments and things to do. There is no panacea organization plan that works for everyone. You have to create one that works for you.

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## **Are You Getting Interviews, But Not the Job?** *How to Diagnose Where You Might Be Going Wrong*

By John Rossheim, Monster Senior Contributing Writer

Your resume has earned you interviews with several employers over the past year. That's impressive, especially in this economy.

But none of those interviews has yielded a job offer. You've done the standard [interview preparation](#). You've shown up on time and dressed in appropriate [interview attire](#). But somewhere between the paper credentials and the live performance, you've failed to deliver.

Perhaps yours is a failure of imagination. Have you taken the time and trouble to imagine what your interviewers' needs are, and the specific business problems their companies need you to solve? If you haven't done so in-depth, it's time to start.

But before you face the formidable challenge of thinking like your interviewer and her CEO, try taking on the perspective of a lesser intellect: a fly on the wall.

**See What the Camera Sees**

See what the camera and everyone else sees at this link:  
[http://career-advice.monster.com/job-interview/following-up/getting-interviews-but-not-the-job/article.aspx?WT.mc\\_n=CRMUS000627](http://career-advice.monster.com/job-interview/following-up/getting-interviews-but-not-the-job/article.aspx?WT.mc_n=CRMUS000627)

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## **Getting Fired or Laid Off: A Survival Guide**

By Tony Lee

Lost your job recently? Chances are you didn't tell your friends and family that you got fired. Instead, you likely used a euphemism to help soften the blow, such as saying you retired early, separated from your company or were eased out, for example. Or perhaps you went with the most popular reason being used these days: getting laid off.

While it's natural to want to [mask the shame of being terminated](#), the truth is that incompetence and performance problems aren't the primary reasons people are let go. The usual causes range from staff reductions, mergers and [changes in corporate direction](#) to personality clashes, political conflicts and [bad chemistry with the boss](#). Sometimes, however, firing *does* reflect personal failure: a person doesn't perform up to standards, is habitually late to work, has excessive absenteeism, takes excessively long lunch hours, has cost the company business or failed to bring new business in, or doesn't conform to a [company's way of doing things](#).

Whatever the reason, however, getting fired can be one of [life's most stressful experiences](#). The higher you are in the corporate structure, the greater the harrowing impact. The first reactions to being fired are usually anger and pain, followed by feelings of confusion and disillusionment. Unless these feelings are aired out with a spouse, friend or counselor, your self-esteem can become shaky. You can be [overwhelmed by a crippling sensation of powerlessness](#), depression and fear.

For some, the shock of being let go produces a psychological numbness. But whether they feel numb or depressed, these states of mind strain the energy needed to [launch a job search](#). Many laid-off people start sleeping late and endlessly watch TV, play video games or spend all their time online. Others comfort themselves with solitary pleasures like reading and walking. Ashamed, they avoid friends, or assume

friends are avoiding them. Their family relationships also suffer as they grow defensive, cynical and bitter. Often they reach complete despair before the self-healing process takes over, and they can get back on track again.

While no one likes to be moved out of the mainstream into the backwater of surplus people, some do manage to navigate unemployment with relative ease. How do these individuals stay out of a self-defeating rut? Typically, they immediately seek the help of friends or a therapist to convert feelings of frustration, anger and loss into positive energy and action. They attend professional meetings, take skill-building courses, attend career workshops, study and respond to job listings, review career advice websites, maintain a wide network of contacts and use a variety of other resources to focus their job searches. These people maintain a confident and in-charge attitude, enabling them to land new jobs faster than many of their colleagues.

### ***A Well-Disguised Blessing***

While getting laid off is never a boon for your career, it can still be a positive experience. If you use the break for self-improvement instead of self-pity, you can emerge a winner. Yet few people view termination as an opportunity to lay a foundation for future career satisfaction. When you're unemployed, you have a chance to explore new careers and fields, find a better-fitting job, or perhaps even start your own business. An enforced sabbatical provides an excellent opportunity for self-rediscovery. Who are you? *Why* do you do what you do? What do you *really* want to do for work?

This opportunity to mull things over lets you rediscover your values and goals - or at last pry them loose for examination and reassessment. A restorative break helps you put your true concerns - the things that are really relevant to you - into sharper focus. Many people fall into jobs or seize available openings rather than plan their careers. Little wonder their work isn't properly matched to their interests, skills and personalities. Others find themselves in energy-draining jobs that leave them demoralized and exhausted.

Still others work in jobs where they're unappreciated, undervalued and swamped with dull, soul-crushing

tasks. A career transition gives you the chance to correct a bad job choice. It can free you from a situation in which you felt used - or used up. It can help you break out of a holding pattern that offers potential for growth.

This effort to maintain a healthy attitude starts the moment you hear the bad news. When the boss calls you into his office and says, "We're going to have to let you go," it's tempting to tell him off or threaten revenge. Don't. It's the *worst* thing you can do. Burning bridges like that means you might get a terrible reference, or in an extreme circumstance, that your boss might actively look for ways to hurt attempts to find a new job.

The best way to leave is gracefully and with dignity. Chances are the boss and company feel guilty about your termination, and will be glad to give you solid references, a generous severance package and outplacement counseling. They may even supply you with helpful contacts. Furthermore, should your career paths cross in the future, your self-control and cool demeanor won't be forgotten. If you can maintain your cool, you're in a position to negotiate a better severance package and, depending on company policy, a few weeks of time and office space. This will allow you to keep your contacts and friendships with your associates and tap them for any job leads. Co-workers often are more than willing to help you, especially during the first few weeks after your dismissal.

The first few days after a termination are crucial and should be devoted to carefully examining your situation. Many people feel panicky and call or email their business contacts and send out applications immediately. Feeling angry and confused, they make a bad impression and scare people off. To avoid this self-defeating behavior, you need to accept and examine your emotions. Don't bottle up resentment or self-pity; such feelings inevitably get transmitted in any future job interview, whether the interview occurs two or six months after termination. No prospective employer wants someone with a chip on their shoulder, or who's wallowing in self-pity.

To clear your head, try talking to someone who's unconditionally supportive about how you feel. This can help free you of all negative emotions and

feelings. And drawing a curtain over the past will allow you to face the future more confidently.

When you've been fired, try to negotiate enough severance pay to cover the time it usually takes someone of your level and skill to find a new job. Some companies provide one week's to one month's pay for each year of employment. Many companies have been known to extend severance payments a month or two beyond the formal limit, if you take your severance in regular paychecks rather than in a lump sum.

You also should arrange for continuation of your health and life insurance coverage until you can find a new job. Under the Consolidated Omnibus Budget Reconciliation Act (COBRA), employers are required to make health coverage available for a time for terminated employees. Find out if you can convert your policy to an individual policy with no lapse in coverage. In addition, make sure you extract a promise of decent references and job-search help whenever possible. Job search assistance used to be provided only for top executives, but now is offered to many middle managers and technical professionals as well.

Finally, make a thorough analysis of your finances and liquid assets. Add up your basic cost-of-living outlays and fixed expenses: mortgage, rent, utilities, etc. Next, add up your available assets and sources of income: severance pay, unemployment (don't be too proud to collect it), interest and dividends on investments and your spouse's income. Then revise your budget according to a realistic assessment of how much time it might take you to find another job. Don't make any major purchases or take expensive vacations, and avoid borrowing unnecessarily or extending your credit lines. Simply adopt a more modest lifestyle - without overdoing it.

*-Tony Lee is the Publisher of CareerCast.com and JobsRated.com*

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Source: Thursday Push, Jeff Altman, The Big Game Hunter  
[jeffaltmansearch@gmail.com](mailto:jeffaltmansearch@gmail.com)

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## Does Your Resume Direct Employers to Your LinkedIn Profile?

April 13, 2010

If you're presently conducting a job search, why not make the most of your profile? Give employers the information they need—and direct them back to your profile. Recent statistics state that 90% of hiring managers are using social media to research potential candidates. Leverage this information, and utilize it to your advantage. Simply stated, add your LinkedIn profile address to your resume.

### Where Do I Add My LinkedIn Profile?

See where your LinkedIn profile goes by clicking this link: <http://www.greatresumesfast.com/blog/2010/04/13/does-your-resume-direct-employers-to-your-linkedin-profile/>

[Alchemist's Arcanum](#)

## Job Search Networking: Two Essentials—and Neither is Your Resume

Posted by [Katherine Moody](#) on Wednesday, April 14, 2010

The hidden job market really isn't all that hidden.

It's actually right in front of you, and all you need to do is network your way in. You'll be surprised at how willing people are to assist. You can accelerate getting into the hidden job market when you are prepared for networking.

So if you're going to a networking meeting—coffee with someone, an association meeting or conference where you will meet people who can hire you, an informational interview phone call—please have these things in place first.

### First create your search strategy.

See the essentials here:

<http://www.hrjobsearchsecrets.com/2010/04/job-search-networking-two-essentials%E2%80%94and-neither-is-your-resume/>

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## Did you know...?

### About Suggestions...

Ever wonder why when you type in the Search box, drop-down suggestions display? They are on by default:

- ❖ People
- ❖ Jobs
- ❖ Companies
- ❖ Answers
- ❖ Inbox
- ❖ Groups

Where are **Suggestions**?

- On your LinkedIn toolbar at the top right corner, adjacent and to the left of the magnifying glass.
- Click the downward pointing arrow to change your drop-down suggestions:
- from **People** to **Jobs** to **Companies** to **Answers** to **Inbox** to **Groups** or to **Turn Off Suggestions**.
- Then type your keyword. Matching related suggestions display in a drop down list.



- Click a **Suggestion** to view results. The Suggestion category now changes to match.

Try a few and follow the trail...

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



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**YOUR  
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### Who is buried in Grants Tomb?

We all know that old chestnut. But what isn't known is the integral role a small upstate New York funeral parlor played when the former Civil War general and two-term president died on July 23, 1885. (Source: [http://www.lifefiles.com/libraryArticle.php?i\\_messageid=965260108](http://www.lifefiles.com/libraryArticle.php?i_messageid=965260108))

**This memorial to Ulysses S. Grant - victorious Union commander of the Civil War - includes the tombs of General Grant and his wife, Julia Dent Grant.** (Source: <http://www.nps.gov/gegr/historyculture/index.htm>)

## **Things to Do (and not) While In Job Search.....**

By Richard Kroh



If you have read my previous articles in the lamplighter, I would like to indicate that I write about my own experiences and that I do not profess to represent any particular area as an expert. You may find them useful but you must figure out how and when to apply them to your own situation.

In my last article, I touched on some of the challenges that beset the mind of someone in transition. I touched on some of my challenges from the perspective of the mind...basically what drives us nuts during the everyday life of someone who is unemployed...oh, I slipped...in transition.

I'll be touching on aspects that, again, I've learned through firsthand experience as well as from others who have gone before me. This is again an attempt of distracting the mind in order to alleviate stress and anxiety and generally help your physical well-being while simultaneously learning and networking.

About midway through my transition, I finally came to the conclusion that I needed to reinvent myself. This can be extremely exhausting and a bit daunting since most of us invent ourselves over our entire career. I needed to get myself to a comfortable point where I could use my talent with the final aim of getting a job.

It was not a pleasant experience but I could not afford to lose my focus. I read books about people who were in the same situation that I presently find myself in. A marketing book titled "Free Prize Inside" taught me to place a different spin on what areas I may concentrate on based on my previous experiences. This helped buoy my spirits.

Networking as a "customer" is another technique I used to connect with people whom I would normally not have the opportunity to meet through regular networking events. I joined webinars and attended seminars which allowed me to stay current with technologies and frameworks while at the same time kept me in touch with experts in my field.

As a downside, I found out that some seminars require a company affiliation. How would you do that when you are in transition and has no company affiliation at all? You have to figure that one out by yourself. When you do get accepted to join a seminar, focus on meeting the presenter. They may be valuable networking connectors. They might realize that they are presenting to prospective customers or they may potentially be your next employer. So, use this as a creative means to learn and network at the same time.

Be careful not to openly indicate your ultimate intent as this may make others uncomfortable or may turn people off immediately. This is similar to standard networking etiquette and approach.

### **Seek out comic relief while taking breaks...**

If you have an opportunity to view squirrels, cats, dogs, birds or any other wild animal in your yard or neighborhood, take a break and simply look outside. You'll be amazed at the funny things animals can do -- like a squirrel missing its branch while jumping across trees or slipping off a fence.

### **Stay away.....**

I've learned to stay away from the news on a daily basis, unless you're absolutely prepared to hear negative information that may be related to your situation such as the stock market or employment stats. Also, avoid movies that identify with your current situation. You don't need the constant barrage of reminders of potential outcomes to your own situation.

**You must place your head where it needs to be....**

Be proactive and focused during your job search activities. Fit some of these activities in as I have in order to maintain a more positive attitude during this challenging period.

**And never ever give up and continue to find opportunities to network, network and network.**

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## **My Career — Am I on an Emotional Rollercoaster?**

By Amanda Sherman, ETP Charlotte Network Group



For several years I have been on an emotional rollercoaster on what my career is supposed to be. Have I really grown up yet? What do I want to be when I grow up? What is my passion? Am I on an emotional rollercoaster? What is the best career choice for me?

I am looking to be an Entrepreneur - Can I start my own business? What kind of training do I need? Will I be successful? Looking back on my family tree I noticed that my grandparents were business pioneers, my great grandparents owned their own businesses – so should I follow my heritage?

So, I decided that I would get off of this emotional rollercoaster. Yes, I am making a run for it. I fled the corporate world; I sat in that seat for almost 20 years. The corporate world was glamorous and paid well but I was tired. I no longer want to listen to the manager who is 25 years old, the lead who is 18 years old tell me – “Oh, oh, I need you stay and finish this last report that was due two days ago.” Nope, not anymore, I am not getting back on the rollercoaster. I do not want to get a ticket at this fair anymore.

Yes, I am free! It is kind of ironic because now that I am no longer on that emotional rollercoaster in the corporate world. I am back at the fair purchasing another ticket to get on the rollercoaster of my choice. The difference is I will enjoy the ride. I have turned my '6x10' space dining area into my office. (Hey the kids are gone no more sit down dinners). Entertaining with friends and family has moved to the living room. Now, I have created my office space, set up my desk, purchase my copier, fax and postage machine and **I am in business for myself**. Goodbye to my emotional rollercoaster in the corporate world.

I have chosen to be an Event/Wedding Planner. I love planning things and I feel that this is right up my alley. I am happy with my choice. All my business comes from word of mouth through effective

networking. I don't have the fabulous platinum weddings yet or the black tie high society events but I know they are coming soon.

*"Recent research on self-employment has emphasized the specific dynamic of the rise of female entrepreneurship. But self-employment is still dominated by men. Only about 25-30% of the self-employed are women and the female self-employment rate is often only half as high as the male self-employment rate."*

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The Ribbon Gift of Choice : [www.tsherman2.ordermygift.com](http://www.tsherman2.ordermygift.com)

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**YOUR  
WINNING  
SOLUTIONS**

### Can you name the five Great Lakes?

**The Great Lakes -- Superior, Michigan, Huron, Erie and Ontario --** and their connecting channels form the largest fresh surface water system on earth. If you stood on the moon, you could see the lakes and recognize the familiar wolf head shape of Lake Superior, or the mitten bounded by lakes Michigan, Huron and Erie. Covering more than 94,000 square miles and draining more than twice as much land, these Freshwater Seas hold an estimated 6 quadrillion gallons of water, about one-fifth of the world's fresh surface water supply and nine-tenths of the U.S. supply. Spread evenly across the contiguous 48 states, the lakes' water would be about 9.5 feet deep.

(Source: <http://www.great-lakes.net/lakes/>)

## The Intricacies of Business and Social Etiquette

By Aida Rodriguez



Business and social etiquette can be intricate, and making the right moves can make a big difference. Adhering to proper etiquette is important for a successful business and social life because it fosters a positive environment.

*"Good manners are not only indispensable in society, but they have a very practical value in the business world. Breeding is an essential part of the equipment of anyone who wishes to go far in his particular work or profession. No doubt many failures can be traced to boorishness, to lack of consideration for one's fellows, to neglect of the courtesies essential to civilized living...In both social and business life we seek the people with whom we can be at ease, the people whose manners do not offend us and in whose company we feel entirely comfortable.*

*There is, indeed, nothing that costs less and at the same time is of more value to you than good manners... However, it must be remembered that...Just as words die from our language and others are born into it, just as skirts soar to the knees one season and tumble to the ankles the next, so do the formalities and outward gestures of etiquette vary according to the times. Although the spirit of etiquette remains always essentially the same, the expression of etiquette- the rules of conduct which govern social life and our associations with one another- is forever adjusting itself to new conditions..."* ("Today's Etiquette", published in 1941, Doubleday Doran and written by Lillian Eichler).

The following are some cases that cover the rules of acceptable conduct in the social and business environment.

### Business and Social Situations:

- **When Introducing people** – Introduce the more important person first. You should address your client and say, “Mr. Brown, I’d like you to meet our President, Mr. Carson.” Alternatively, you can introduce the client as the more important person if such is the case.
- **Never drink or stand up, when a toast is being offered to you.** To acknowledge the toast, always stand up and respond to the toast, even if this means just saying thank you.
- **What do you do with your napkin?** – You’re at a table for a business dinner. At the middle of the meal, you were called to the telephone. Leave your napkin on your chair. Don’t leave it on the table.
- **An Invitation to a reception states “7:00 to 9:00 PM” - You should arrive:** either at 7:00PM, anytime between 7:00PM and 7:30PM.; or between 7:00PM and 9:00 PM.
- **You’re entering a cab with an important client.** You should position yourself so the client is seated curbside and therefore won’t have to deal with getting out in traffic or sliding across the seat.
- **Forgot to keep a lunch date with a business associate?** – Call, apologize, and set up another appointment..
- **At a social function, you meet the CEO of an important corporation – NO!** You don’t give him your business card even after a brief chat with him.
- **You’re hosting a dinner party at a restaurant with a valuable client and his wife.** – Instruct the waiter to serve your

- client’s wife first and serve you and your spouse last.
- **On a scheduled working lunch date, your business associate failed to come.** After waiting for 30 minutes, you owe it to yourself to order lunch and eat. Expect an apology later.
- **Getting privacy in you cubicle at work** – Propose to management that a “Cubicle Workers Code of Ethics” be set up for workers of a common area.

### Telephone Etiquette:

- **When answering the phone for business, be sure to identify yourself** (and your company, if applicable)
- **When you answer the phone for another officemate.** “James White’s line, Larry Parks speaking.” Then take a message or handle the call according to office protocol.
- **When you are the one making a call:** Be sure to be polite to the person/s answering the phone. Keep a pencil and pad near the phone and jot notes during the phone conversation. Recap at the end of the call to make sure that you are both on the same page. Always end the call on a positive note, thank the person and say good bye graciously.

**REMEMBER - Etiquette is simply showing respect for others and yourself at the same time.**

*References: Copyright 2004, BK ONE Corporate Training Pvt. Ltd.*

## A Breathtakingly Fast Ride Through the Centuries

The following pictures and comments offer a very brief glimpse of American History. The US is blessed (and cursed) with many events that helped shape it. The five glimpses below show a miniscule portion of the events that shaped the US. Because of space, such events as the Civil War, the creation of the Atomic Bomb, the inventions of telephone, radio, television, computers, automobiles, and the space race are omitted.



This is a 17th-century map of colonies in North America. As you can see, the United States didn't exist at the time, growing out of colonies originally settled by the Spanish, French, Dutch, and British. What was to become America was basically a vast horde of riches for the kingdoms in Europe.



The 18th Century saw changes throughout the world — changes in thought, commerce, education, and war. Thought, or philosophy, provoked people throughout Europe to rise up against the landed gentry; this spilled over to the colonies in North America, where people wanted to free themselves from Europe's yoke. The Revolutionary War (depicted at left) was the beginning of a great upheaval that lasts to this day. From the ashes of the Revolutionary War grew the United States.



Although written by Adam Smith in the latter part of the 18th Century, [An Inquiry Into The Nature And Causes Of The Wealth Of Nations](#), ensured industries, such as the Lowell textile mill (shown at left) , sprouted and flourished in both the United States, England, and what would become Germany. Prior to the 19th Century, most items were created in homes or small shops; the 19th Century saw the advent of factories employing hundreds or thousands and using new inventions, caused the wealth of the United States, Canada, and Europe to increase dramatically., often causing friction.



The 20th Century opened with the death of Queen Victoria. While wars were fought (including "the War to End All Wars" which involved all the major industrial countries), industry grew at a lightning pace, and companies grew into corporations that spanned the globe. The First World War ("The War to End All Wars"), directly led to tremendous prosperity in America and also to a world depression (as shown at left). The war also gave rise to two competing philosophies, communism and fascism, each of which played important roles in determining the destiny of the world through much of the century.



Not much changed politically from the 18th Century to the 21st Century, only the players. Because of its geographical location, the United States had been spared from previous wars; that changed in 2001. From the economic highs of the 1990s and the end of communism and fascism in the 20th Century came the incredible reminders that the world is a small place, and that what affects one country affects all countries.

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	<p><b>What is the tallest building in New York City?</b> In linear measurement, at 1,252 feet, the tallest building is currently the Empire State Building. (Source: <a href="http://www.nyc-architecture.com/MID/MID073.htm">http://www.nyc-architecture.com/MID/MID073.htm</a>)</p>
	<p>The building with the most stories, however, is the New York Public Library</p>

## AWARENESS CORNER

During World War II, there was a series of films whose topic was, "Why We Fight". America was found by Europeans in search of treasures for their various kingdoms. However, the United States was forged in the hopes that its inhabitants and their fledgling government could rise above failures of kingdoms, to serve all, not just a selected few. That message was first delivered to the British and their mercenaries in the Revolutionary War and the War of 1812, given again to the Spanish in the Mexican-American War, and its meaning was fought over during the Civil War.

The Spanish-American War displayed the military might of the United States, yet World War I showed Americans insistence to preserve the freedoms for which so many fought and died. The Great Depression was the result of political errors caused by the end of "The War to End All Wars", ending primarily because of American military strength and their unique freedoms as the United States once again helped stem the tide of despotism.

We honor our freedoms on Independence Day, as the French honor theirs on Bastille Day in the same month. We also honor those who have given their lives to ensure those freedoms — to life, to liberty, and to the pursuit of happiness — are available to future generations of Americans.

### Cemetery Watchman

(Author Unknown)

I just wanted to get the day over with and go down to Smokey's. Sneaking a look at my watch, I saw the time, 1655. (That's Military time, for those of you who don't know). Five minutes to go before the cemetery gates are closed for the day and I can go home. Full dress was hot in the August sun. Oklahoma summertime was as bad as ever--the heat and humidity at the same level--both too high.

I saw the car pull into the drive, '69 or '70 model Cadillac Deville, looked factory-new. It pulled into the parking lot at a snail's pace.. An old woman got out so slow I thought she was paralyzed; she had a cane and a sheaf of flowers--about four or five bunches as best I could tell.

I couldn't help myself. The thought came unwanted, and left a slightly bitter taste: 'She's going to spend an hour, and for this old soldier, my hip hurts like hell and I'm ready to get out of here right now!' But for this day, my duty was to assist anyone coming in.

Kevin would lock the 'In' gate and if I could hurry the old biddy along, we might make it to Smokey's in time.

I broke post attention. My hip made gritty noises when I took the first step and the pain went up a notch. I must have made a real military sight: middle-aged man with a small pot gut and half a limp, in marine full-dress uniform, which had lost its razor crease about thirty minutes after I began the watch at the cemetery.

I stopped in front of her, halfway up the walk. She looked up at me with an old woman's squint.

'Ma'am, may I assist you in any way?'

She took long enough to answer.

'Yes, son. Can you carry these flowers? I seem to be moving a tad slow these days.'

'My pleasure, ma'am.' Well, it wasn't too much of a lie.

She looked again. 'Marine, where were you stationed?'

' Vietnam, ma'am.. Ground-pounder. '69 to '71.'

She looked at me closer. 'Wounded in action, I see. Well done, Marine. I'll be as quick as I can.'

I lied a little bigger: 'No hurry, ma'am.'

She smiled and winked at me. 'Son, I'm 85-years-old and I can tell a lie from a long way off.. Let's get this done. Might be the last time I can do this. My name's Joanne Wieserman, and I've a few Marines I'd like to see one more time.'

'Yes, ma'am. At your service.'

She headed for the World War I section, stopping at a stone. She picked one of the flowers out of my arm and laid it on top of the stone. She murmured something I couldn't quite make out.. The name on the marble was Donald S. Davidson, USMC: France 1918.

She turned away and made a straight line for the World War II section, stopping at one stone. I saw a tear slowly tracking its way down her cheek. She put a bunch on a stone; the name was Stephen X.Davidson, USMC, 1943.

She went up the row a ways and laid another bunch on a stone, Stanley J. Wieserman, USMC, 1944..

She paused for a second. 'Two more, son, and we'll be done'

I almost didn't say anything, but, 'Yes, ma'am. Take your time.'

She looked confused.. 'Where's the Vietnam section, son? I seem to have lost my way.'

I pointed with my chin. 'That way, ma'am.'

'Oh!' she chuckled quietly. 'Son, me and old age ain't too friendly.'

She headed down the walk I'd pointed at. She stopped at a couple of stones before she found the ones she wanted. She placed a bunch on Larry Wieserman, USMC, 1968, and the last on Darrel Wieserman, USMC, 1970. She stood there and murmured a few words I still couldn't make out.

'OK, son, I'm finished. Get me back to my car and you can go home.'

Yes, ma'am. If I may ask, were those your kinfolk?'

She paused. 'Yes, Donald Davidson was my father, Stephen was my uncle, Stanley was my husband, Larry and Darrel were our sons. All killed in action, all marines.'

She stopped. Whether she had finished, or couldn't finish, I don't know. She made her way to her car, slowly and painfully.

I waited for a polite distance to come between us and then double-timed it over to Kevin, waiting by the car. 'Get to the 'Out' gate quick.. I have something I've got to do.'

Kevin started to say something, but saw the look I gave him. He broke the rules to get us there down the service road. We beat her. She hadn't made it around the rotunda yet.

'Kevin, stand at attention next to the gatepost. Follow my lead.' I humped it across the drive to the other post.

When the Cadillac came pattering around from the hedges and began the short straight traverse to the gate, I called in my best gunny's voice: 'TehenHut! Present Haaaarms!'

I have to hand it to Kevin; he never blinked an eye--full dress attention and a salute that would make his DI proud.

She drove through that gate with two old worn-out soldiers giving her a send-off she deserved, for service rendered to her country, and for knowing duty, honor and sacrifice.

I am not sure, but I think I saw a salute returned from that Cadillac.

Instead of 'The End,' just think of 'Taps.'

As a final thought on my part, let me share a favorite prayer: 'Lord, keep our servicemen and women safe, whether they serve at home or overseas. Hold them in your loving hands and protect them as they protect us.'

Let's all keep those currently serving and those who have gone before in our thoughts. They are the reason for the many freedoms we enjoy.

'In God We Trust.'

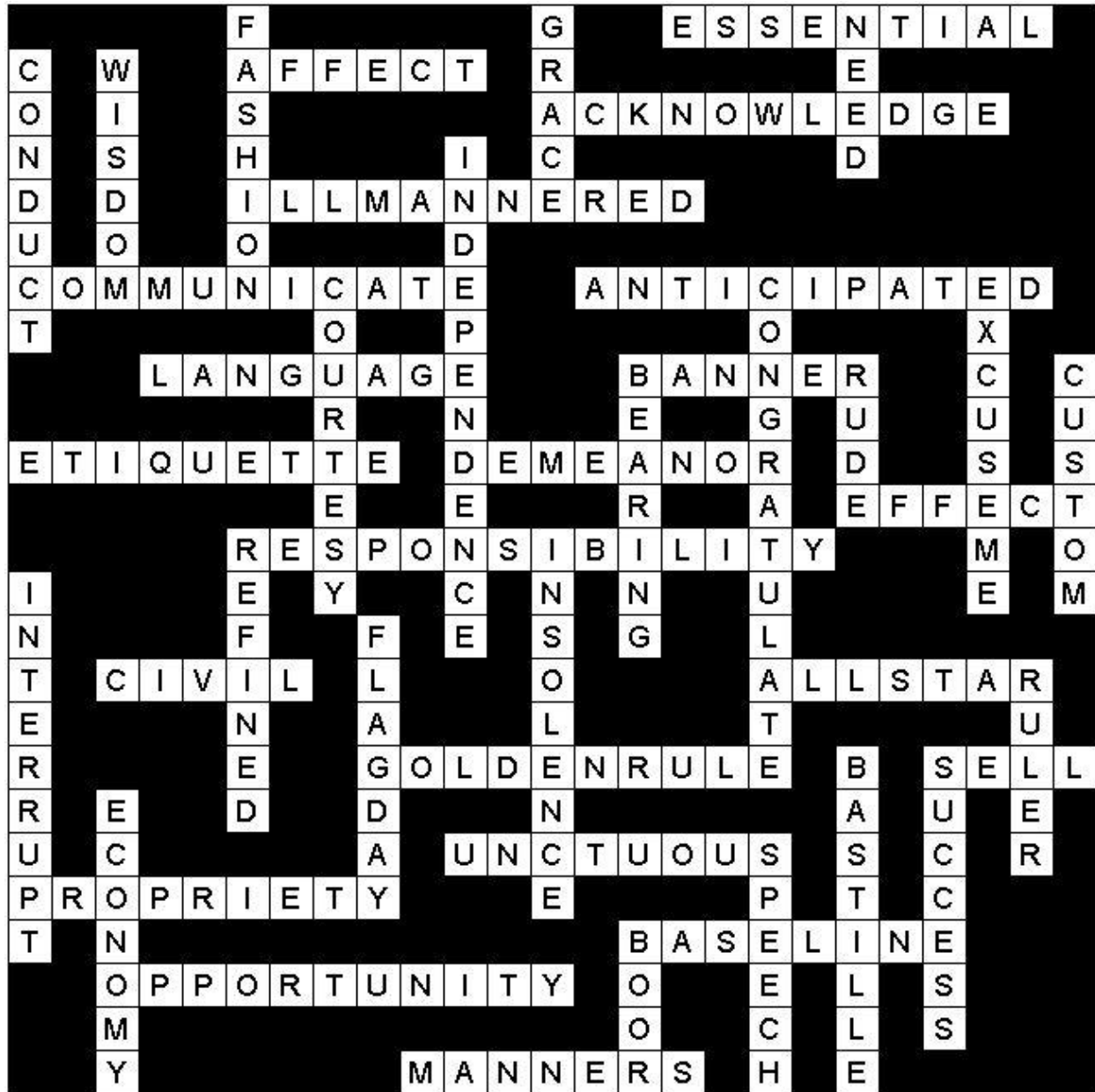
If we ever forget that we're one nation under God, then we will be a nation gone under!

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## Lamplighter Crossword Solution June-July, 2010



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	<p><b>Of what is plastic made?</b></p>
	<p>You will probably be surprised to know that a plastic bottle is made from the same petrochemical as the fiber we call polyester! <b>All plastic products</b>, many of the materials used to make the clothes you wear, or the carpet you walk on, plus hundreds of the other products we take for granted, <b>are made from petrochemicals</b>. As the name implies, a <b>main ingredient in petrochemicals is oil</b>.</p>
	<p>Source: <a href="http://www.priweb.org/ed/pgws/uses/plastic.html">http://www.priweb.org/ed/pgws/uses/plastic.html</a></p>

## Meet the Lamplighters

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## June and July, 2010 Bizarre and Unique Holidays

### June

June is —

- \* Aquarium Month
- \* Candy Month
- \* Dairy Month
- \* Fight the Filthy Fly Month
- \* Gay Pride Month
- \* National Accordion Awareness Month
- \* National Adopt a Cat Month
- \* National Fresh Fruit and Vegetables Month
- \* Rose Month
- \* Turkey Lovers Month

Weekly Events:

- \* Week 1 Fishing Week
- \* Week 2 Email Week

Individual Days:

- 1 Dare Day
- 1 Flip a Coin Day
- 2 National Bubba Day
- 2 National Rocky Road Day
- 3 Repeat Day (I said "Repeat Day")
- 4 Applesauce Cake Day
- 4 Hug Your Cat Day
- 4 National Doughnut Day always the first Friday in June
- 4 Old Maid's Day
- 5 World Environment Day
- 6 National Gardening Exercise Day- Get out and exercise with your plants.
- 6 National Yo-Yo Day
- 6 Anniversary of D-Day
- 7 National Chocolate Ice Cream Day
- 8 Best Friends Day
- 8 Name Your Poison Day
- 9 Donald Duck Day
- 10 Iced Tea Day
- 11 Hug Holiday
- 12 Red Rose Day
- 13 Sewing Machine Day
- 14 Flag Day
  - Nursing Assistants Day - First day of National Nursing Assistants Week
- 15 Smile Power Day
- 16 Fresh Veggies Day

- 17 Eat Your Vegetables Day
- 18 Go Fishing Day
- 18 International Panic Day
- 18 National Splurge Day - Oh yeah!!
- 19 National Hollerin' Contest Day - third Saturday in June
- 19 World Juggler's Day - Saturday closest to June 17th
- 19 World Sauntering Day
- 20 Father's Day 
- 20 Ice Cream Soda Day
- 21 Finally Summer Day- Summer Solstice
- 21 Go Skate Day
- 22 National Chocolate Eclair Day
- 23 National Columnists Day
- 23 National Pink Day
- 23 Take Your Dog to Work Day (Why!?) ..... date varies
- 24 Swim a Lap Day
- 25 Log Cabin Day
- 25 National Catfish Day
- 26 Beautician's Day
- 26 Forgiveness Day
- 27 Sun Glasses Day
- 28 Insurance Awareness Day - Now who do you think invented that!?!
  - 28 Paul Bunyan Day
  - 29 Camera Day
  - 29 Hug Holiday
  - 29 Waffle Iron Day
- 30 Meteor Day

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## July

July is —

- \* National Blueberry Month
- \* National Anti-Boredom Month
- \* Unlucky Month for weddings
- \* National Cell Phone Courtesy Month
- \* National Hot Dog Month
- \* National Ice Cream Month

Week Event:

- \* Week 2 Nude Recreation Week

Individual Days:

**1 Canada Day** 

1 Creative Ice Cream Flavors Day

1 International Joke Day

2 I Forgot Day

2 World UFO Day

3 Compliment Your Mirror Day

3 Disobedience Day

3 Stay out of the Sun Day

4 Build A Scarecrow Day - first Sunday in month

**4 Independence Day (U.S.)** 

4 National Country Music Day

4 Sidewalk Egg Frying Day-  
Hmmm, I wonder why!?!

5 Work-a-holics Day -

even though everyone is on holiday

6 National Fried Chicken Day

7 Chocolate Day

7 National Strawberry Sundae Day

8 Video Games Day

9 National Sugar Cookie Day

10 Teddy Bear Picnic Day

11 Cheer up the Lonely Day

11 World Population Day

12 Different Colored Eyes Day

12 Pecan Pie Day

13 Barbershop Music Appreciation Day

13 Embrace Your Geekness Day

13 Fool's Paradise Day

14 Bastille Day

14 Pandemonium Day

14 National Nude Day

15 Tapioca Pudding Day

15 Cow Appreciation Day-

Go out and give a cow a hug

17 Peach Ice Cream Day

17 Yellow Pig Day

18 National Caviar Day- something's fishy here

18 National Ice Cream Day

(third Sunday of the month)

19 National Raspberry Cake Day

20 Moon Day

20 Ugly Truck Day- it's a "guy" thing

21 National Junk Food Day

22 Hammock Day

22 Ratcatcher's Day

23 National Hot Dog Day

23 Vanilla Ice Cream Day

24 Cousins Day

24 Amelia Earhart Day

25 Culinaricians Day

25 Parent's Day - fourth Sunday in July

25 Threading the Needle Day

26 All or Nothing Day

26 Aunt and Uncle Day

27 Summer Olympics - every 4 years

27 Take Your Pants for a Walk Day

28 National Milk Chocolate Day

29 National Lasagna Day

30 National Cheesecake Day

30 Father-in-Law Day

31 Mutt's Day

Source:

<http://www.holidayinsights.com/moreholidays/index.htm>



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