

To clients and colleagues,

We are now approaching the half way point in 2003 A.D. Where has the year gone?

Feel free to pass this E-zine on.

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Announcement:

On June 25, I will be giving a half-day seminar on "Networking" at the Marriott in San Mateo. For details click on <http://www.6figurejobs.com/>. Pre-registration is required.

This month's featured articles are:

- #1. Randy's retained search, Director of Marketing**
- #2. Networking—Fine-tuning**
- #3. Recovery Feels Like Recession**
- #4. Success Story**
- #5. Humor Department**

NOTE: Article #3. hits the nail right on the head. It's time to make some changes.

#1. Randy's retained search, VP of Marketing

My client is a San Jose based wireless RF Chip Company. We are looking for a technical marketing person who can be hands on in all phases of marketing. [My client has business development and sales in place](#)

VP OF WORLDWIDE MARKETING

Job description

1. Reporting directly to the CEO will be responsible for the execution of the product-marketing plan to meet or exceed the revenue goals of the company.
2. Will be responsible for new product definition.
3. Will perform all duties and responsibilities in a "hands on" mode indefinitely.
4. Will continue to develop the marketing plan to maximize the market segments of PC's, Networking and Consumer.
5. Will ensure that the marketing plan optimizes market segments, geography and time integration.
6. Will be responsible for all marketing communications, merchandising and press relations.
7. Will evaluate product positioning and perform competitive analysis worldwide.

Candidate Profile

1. Will have a successful track record in tactical and technical product marketing
2. Must be able to be technically proficient to talk with engineers (Wifi and RF knowledge are a must).
3. Must know 802.11 protocol and be well versed in general RF Systems.
4. Must have had pervious experience with positioning product in sales channels.
5. Has extensive knowledge of the following worldwide markets and channels: PC's, Networking, and Consumer
6. Track record should include the global positioning of products.
7. Must be willing to be "hands on" for an indefinite period.
8. Knows what it takes to successfully get a high tech product into a sales channel.
9. The following performance skills are a must: leadership, communication, energizing, goal setting, decision making/problem solving and commitment to task. Should possess excellent presentation skills.
10. Prior formal management experience is preferred but not required.
- 11.

If you or anyone you know is interested please contact me via e-mail.

#3. Networking—Fine-tuning

Tip of the Month for June 2003 from: Andrea Nierenberg (andrea@selfmarketing.com.)

This month's tip continues our focus on networking etiquette during meals. Here are some more techniques that will help you to conduct yourself in a most professional manner during business functions.

1. Not sure which water glass or salad plate is yours? Remember liquids on the right, solids on the left. If your neighbor forgets and takes yours, just ignore it.
2. When you are finished, place your knife and fork in the parallel position across the center of your plate. This signals the waiter to clear your setting
3. Even if you are still hungry, stop eating when everyone else is done. Conversely, if you are a fast eater, slow your pace to match others.
4. Don't talk with your mouth full. Yes, I know. You learned this when you were six. At your next event, just watch how many folks still do this. Make sure you are not one of them.
5. Hold off talking about business until after the main course is removed. This allows ample time for small talk and getting acquainted. In addition, the servers will be out of the way.
6. It is perfectly acceptable to take notes at a business dinner or networking event, just ask first out of courtesy. Then use a small note pad, not an SUV-sized day planner.
7. Keep a mini etiquette survival kit with you. Include a note pad, several pens, business cards, Kleenex, hand sanitizer, comb, and breath mints.

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#4. Recovery Feels Like Recession

Bernie Theobald, one of my networking seminar attendees, submitted the following: (btheobald@sbcglobal.net)

Excerpts are below::

“This Recovery Feels Like Recession: Economy Expands, Payrolls Shrink”

By JON E. HILSENATH

Staff Reporter of THE WALL STREET JOURNAL, 5/23/03 edition

Economist Robert Hall has been puzzling over a thorny question for nearly a year: What do you call an economy that has started expanding again but keeps destroying jobs?

Mr. Hall heads a committee at the National Bureau of Economic Research, an academic group in Cambridge, Mass., that declares when U.S. recessions begin and end. In May of last year, Mr. Hall and his colleagues believed the latest recession might be over. Consumers were spending more and economic output was rising. All that the committee members needed to see was a few months of uninterrupted job growth to announce the end of the recession. "It seemed like the timing was imminent," he says.

But Mr. Hall is still waiting. Instead of expanding employment, companies are continuing to shed jobs at a furious pace -- 525,000-nonfarm payroll positions in the past three months alone. Since March 2001, when the recession began, the U.S. economy has lost 2.1 million jobs. The total number of people unemployed -- including discouraged workers who would prefer to work but have stopped looking -- is about 9.2 million. And the number of people who are working part time because they can't find full-time work is 4.8 million, up 46% since 2001, according to the Bureau of Labor Statistics.

In short, the U.S. is experiencing the most protracted job-market downturn since the Great Depression. It has left behind a remarkably broad swath of workers -- from young to old, and from high-school dropouts to the highly educated -- even as the economy has started growing again.

Why is this happening? The labor market is in the midst of structural change, with numerous industries, from manufacturers to brokerage firms and airlines to hotels, adjusting to a new economic order after the boom of the

late 1990s. Intensifying competition from abroad, slow growth at home and a relentless push for productivity is driving this change. What has surprised economists is not so much how harsh the adjustment has been -- after all, the unemployment rate remains relatively low at 6% -- but how long it is taking to play out and how broad based it has become.

Payrolls in the electronics sector, and for producers of industrial equipment, have declined for 28 straight months. In communications, payrolls have fallen for 24 months. In the securities and airline industries, they have fallen in 16 of the past 24 months.

Permanent job losses are also the result of the competition created by globalization, which has forced companies to cut positions in the U.S. and move them to places such as Mexico, China or India, where labor is much cheaper. "Before the 1991 recession, most people got their old jobs back," says Robert Reich, former Labor Department Secretary and now a professor of economic and social issues at Brandeis University. "After 1991, most people didn't get their old jobs back. Those jobs went abroad, or they were automated out of existence."

In addition to being protracted, this downturn has also become an equal opportunity recession. In the past, recessions tended to have the greatest ferocity for less-educated workers and younger workers. But this downturn -- because it has been spread out across so many industries -- has created a broader class of job-market casualties. Age is no longer an important distinction. And well-educated workers, used to being sheltered in a slump, have been hit hard.

Many others are scrambling in ways that don't get picked up in unemployment statistics. They're taking lower-paying jobs, going back to school to get new skills, or becoming independent consultants and picking up small projects when they can. "A lot of people are losing ground economically," says Mr. Reich.

While manufacturing has shed 1.7 million jobs in the last two years, the health-care sector has added 522,000. The education field has added another 190,000. Mr. Reich, the former Labor Secretary, says this kind of growth leaves him feeling that the trends in the job market will ultimately prove to be positive events. "The labor market is extremely flexible," he says. "People are adapting."

5. Success Story

Aaron Rosenthal age 30, Mill Valley

Aaron lost his high tech marketing job in January of 2002. He knew it was only a matter of time before he the ax would fall. With his wife working, he decided he would concentrate on jobs in the non-profit sector, even if he never held a full time position of a non-profit. He performed part time consulting jobs while he looked at non-profits opportunities. He found a position for marketing and outreach for the Jewish Community Center of San Francisco on an Internet job site directed at non-profits (www.opportunitynocs.org). The job pays \$20,000 less than his old job. He convinced them that he was going to be committed and dedicated.

6. Humor Department

From John Trewin, my friend and top Financial Consultant to companies.
(JohnTrewinSRP@aol.com)

If Resumes Told the Truth

OBJECTIVE

To sit in a cubicle and stare at a monitor for eight hours, occasionally looking attentive when approached by a superior.

EDUCATION

School: Very Expensive

Major: Not Important

GPA: Don't Ask

EMPLOYMENT:

NETWORK MANAGEMENT (9/96-Present) Produced daily itinerary of television programs to watch. Duties included changing channels, avoiding infomercials, and staying tuned after those messages.

DEBT CONSOLIDATION (4/97-12/99) using various tools such as credit cards and borrowed cash, I managed to combine groups of unpaid bills into one monthly bill that goes straight to my father.

RESIDENT INHALER (9/98-6/99) assisted all students with chemical intake from purchasing to exhaling.

COMPUTER SKILLS

*Solitaire *Minesweeper *On/Off Repair Method

HONORS AND AWARDS

*First Place in Miller Lite Funnel Tournament *Said Toast at brother's wedding *High Score on Theta Chi's Pin Ball Machine

For further references, contact my mother. For positive responses, please pose all questions as though you're considering me as a law school applicant

WORDS THAT INSPIRE:

“You don't get to control every outcome, only every choice you make along the way”.

--Stephan C. Paul, American author

Commercial: I am now offering 2-hour Career Review sessions for \$95. In each session we will review what has worked and is working, what areas that could use some help, and a plan to get to the next steps. If you are interested, hit the reply button or e-mail me at randy@randyblock.com.

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Your comments and feedback on this E-zine are welcome!!