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*Winter 2013*

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# Create Your Entrepreneur Dream Team

By Helaine Iris

I hear it all the time. "What should I do about . . .?" As a business owner you're faced with the daunting task of making all the decisions that affect your business. Should I remain a sole proprietor, become an LLC or is an S Corp better? Should I start using an electronic PDA or stick with my trusty, but out-dated, Day Runner? In what direction should I take my marketing? Is the color right on this logo? PC or Mac? Paper or plastic? Aargh! Big decisions. Little decisions. It can be overwhelming, especially when you

consider how each decision has a bearing on the success of your business.

It can be difficult to make decisions for a number of reasons. Sometimes it's a matter of not having enough information. Other times, it's simply a lack of confidence. If you're a very small business or solopreneur, chances are you work alone most of the time. The upside to your solitary confinement is two fold. First, you hold all the power and control to make the business your own. Second, the

success or failure of your dream is squarely in your hands.

Paradoxically, the fact that it's just you calling the shots is also the

dreaded downside of the micropreneur lifestyle.

Agonizing over decisions or constantly second-guessing yourself is a tremendous waste of energy. Energy you probably can't afford to spare. How do you know when you've spent too long on a decision? It's hard to say exactly, but if you catch yourself ruminating over you options longer than a couple of days, be suspicious. Or, if it's 2:00 a.m., and you're wide awake questioning a course of action, there's a good chance you may be temporarily - if not permanently - decision-impaired.

When I occasionally find myself in just such a non-productive loop, I'm grateful when I finally remember to ask for help. After a diligent, but debilitating drag through decision darkness, getting someone else's

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input is the radiant ray of sunlight that nurtures my soul. My world brightens. My heart lightens. And I realize the light at the end of the self-employment tunnel is not a freight train about to make mince-meat of my professional future, but instead, is a friendly, familiar, fellow professional wielding a torch to help guide me home.

It's also in those moments that I congratulate myself for having had the wherewithal and initiative to create an entrepreneur dream team for myself. This is my personal and professional circle of friends, colleagues, cohorts and fellow entrepreneurs who's advice, support and opinions are just a mere phone call, email message or short drive away.

Take my advice here. Create your own entrepreneur dream team. Would you rather have a well-known and trusted advisor at your fingertips or thumb through the yellow pages and pick someone

you've never met and know nothing about.

Building your dream team is easy. It's simply a collection of people you know and trust. To get started, make a list of the professional services you've needed in the past or anticipate needing in the course of doing business. For example, a lawyer and accountant are staple members of your team.

Next, think about all the possible people you'd trust to help you solve a problem. Not only do you want these people to care about you and your success, but you also want people who can be objective and act as a sounding board when you request it. Think about different people for different categories of problems. For example, someone who's good with personal issues might be different than someone who's good at helping you process systems questions.

Once you've made a list of your potential dream team members,

contact each individual, and ask them to be a member of your team. For the professional candidates, such as lawyers or accountants,

make an appointment for an initial consultation. Introduce yourself, and establish the relationship so when you need to access their services you'll both be up to speed and ready to engage.

For the non-professional people on your list, invite them to participate on your team as an advisor. Let them know what type of support you may be needing from them, and if they're willing to participate, find out the best way to access them when needed. Should you just phone them, email them, drop by their home or meet at the local coffee shop? Bring intention to the relationship, and set boundaries to support the success of the alliance. In my experience, people like to be asked for support, guidance and opinions. It feels good to know someone trusts and respects you enough to ask for help.

Finally, when you've chosen your team members and they've agreed to participate, compile a list with everyone's contact information, and post it where it's easily accessible. Make it easy to use your team. Let it pull you forward out of solopreneur solitude and into the bright, beautiful world of human connection and synergistic success. It sure beats losing sleep.

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# Exercise Isn't Optional; It's Mandatory for Good Health

Some people speak of a “runner’s high”—an intoxicating feeling derived from going the distance and pushing your limits. And then there are those for whom exercise is a chore, an item to be checked off a to-do list.

Matthew Hayes, DO, of Duke Primary Care Waverly Place believes everyone can—and must—exercise, and that there’s some kind of exercise out there for everybody and every

body. He takes exercise so seriously that he gives each of his patients a prescription for it.

“I prescribe specific ways to exercise—running, lifting, tennis, and more—based on what my patients like to do,” he says. “I make recommendations on frequency and duration of exercise based on the patient’s current fitness level. I then discuss intensity using target heart rate or how much exertion you feel. It

can get fairly scientific in a high-level someone just starting out.”

Hayes tells his patients that exercise is essential to good health and that making time for exercise has to be among the things you consider non-negotiable. You have to buy groceries. You have to pay bills. You also have to exercise—even if you have to trick yourself into doing it.

Sneaking exercise into the day is

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something anyone can do, Hayes says. "Take the stairs, park farther away than you need to, walk to lunch. Try 10 minutes of core exercise and pushups to start the day or a 15-minute walk over your lunch break. It adds up."

If you have kids, get them into the game, too. "Encourage kids to play outside, like we did growing up," Hayes says. "Limit their screen time to less than two hours a day, and set a good example by being active yourself."

Hayes recommends you start somewhere. A little exercise is, after all, better than none. But he says the current recommendation from the medical community is to exercise four to five days each week for 30 to 45 minutes at a time.

The obvious exercise for the most committed couch potato is walking. "If you are not disabled, then you can walk for exercise," Hayes says.

Beginners could start with a 20-minute walk three days a week. The goal of each walk should be to break a sweat.

And just to drive the point home a little more, Hayes includes a quote from former U.S. Surgeon General C. Everett Koop on his prescriptions: "Exercise is the most effective medicine known to man."

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Why Not Exercise?

- Do stretching exercises while you're waiting for lunch to heat in the microwave.
- Lunge a little as you wheel your grocery cart down the aisle.
- Get up from your desk and walk a lap around the office, the building, or the block.

Dr. Matthew Hayes' Sneaky Ways To Put Exercise Into Your Day

Walk to any destination that's less than a quarter-mile away. It will take longer to drive and park, anyway.

Walk your dog 30 minutes a day or more. All dogs need structured exercise. (Humans do, too.)

Take the stairs if you're going up one or two floors. Do you really want to be that person who takes the elevator up one floor?

Start your day with 10 minutes of core training or calisthenics, such as pushups or crunches. Or do a few minutes of a yoga DVD. You will have done more exercise before breakfast than most Americans do all day!

Join a gym that has child care. The kids can have fun while you work out.

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# Picking Out the Best Nursing School

By John Morris

The health care profession has certainly grown throughout recent years from pharmacists to doctors and especially nurses wherein the demand in the United States has been steadily increasing. Various nursing schools, which can be found in the country, will be able to provide nursing aspirants with the proper training as well as nursing degrees which will play a critical role in the country's health care system.

Since there are various nursing schools in the country, expect that these nursing schools also offer various types of nursing education

which includes the Registered Nursing degree, RN to BSN programs, licensed practical nursing schools, RN to MSN programs, CAN training as well as Parish nursing. It really depends on the kind of nursing job that you want to pursue later after you graduate from the nursing school.

In nursing schools, some of the nursing education programs are especially designed for students who are already registered nurses who wants to give their career that added boost which is why in the RN to BS nursing education programs in the nursing schools, teachers will their

nursing school students to prepare for the transition towards taking on more senior nursing roles in the nursing profession.

Each and every nursing school actually offers the needed clinical training which is needed in your area so that you will be ensured that whatever nursing education and training that you get from these nursing schools. You will surely be able to benefit from them once you start working in the health care profession. Also make sure that whichever nursing school that you choose to attend to is actually NLN accredited.

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Nursing school graduates are definitely in high demand nowadays since there are more and more important managing roles in clinics, hospitals, research etc that is in great need of professional nurses. There is actually a great shortage of nurses in the United States which is why a lot of people are being encouraged to become nurses since not only is it a great job but it does have its numerous benefits as well. However, if the United States continues to have a great shortage on nurses, the country will be suffering a shortage of 400,000 professional nurses by the year 2020.

A good nursing education from a reputable nursing school will be able to help these nursing students prepare for the seemingly daunting task of helping the sick, the injured and the disabled. And in addition, each and every of the nursing schools in the United States also offer financial aid as well as job placement assistance for their students.

Aside from the usual nursing schools wherein you actually have to go there to have the nursing education that you are looking for, take classes and basically just have a normal nursing life there are those working professionals who are thinking of becoming professional nurses but don't actually have the time to go to nursing school. Various nursing schools in the country have thought of putting up online schools so that these working professionals as well as those who opt to have the leisure of time when it comes to studying, to just take their classes as well as their other training modules in the comfort of their own home or whichever place that they can find which has a computer and internet connection.

The California College for Health Sciences is a good online nursing school because it offers comprehensive online diploma courses for both bachelor's and master's degree programs in various health care professions such as Nursing, Respiratory therapy, early childhood

education, public health and health care management. This popular online nursing school also offers the following health care programs, administration (for the medical office), dental assistant, gerontology, EKG technician, health care management as well as health care management associates, health care management (bachelor's degree), health care management (master's degree), medical transcription, nursing (master's degree), nursing (RN to bachelor's degree), Pharmacy Assistant/Technician and Respiratory Therapy.

There really are a lot of career opportunities that are just waiting to be tapped by simply attending a reputable nursing school. Various nursing jobs that are available in various hospitals, clinics right now are the following: registered nurse, case management nurse, clinical nurse specialist, home health aides, home health nurse, hospital nurse. LPN careers nurse, anesthetist nurse, midwife nurse practitioner and nursing aides.

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# 13 Strange Interview Mistakes and How You Can Avoid Them

By: Anthony Balderrama

*Career Builder's annual look at the strangest interview mistakes shows how frequently job seekers say and do the wrong things during interviews. Some of these missteps could have been the result of nerves, and others are just so weird there's no way to explain them.*

Here are 13 outrageous and real interview mistakes that surveyed employers have experienced and how you should avoid them.

Strange interview mistake No. 1: Candidate said he had to quit a

banking position because he was always tempted to steal.

Why it's a mistake: No one wants to hire a potential thief.

What you should do: Say you wanted to explore other options or you needed a position that aligned with your career goals. Honesty is great, but an employer doesn't want to hear that you're possibly going to rob the company.

Strange interview mistake No. 2: Candidate denied that he had a cell phone with him even though it could be heard ringing in his briefcase.

Why it's a mistake: A ringing phone is a simple mistake; a lie is a deal breaker.

What you should do: Say, "Excuse me" and quickly turn the ringer off. A

sincere apology shows you're sorry and lets you get back to the conversation at hand.

Strange interview mistake No. 3: Candidate emptied the employer's candy dish into her pocket.

Why it's a mistake: It's just weird.

What you should do: Take a single piece of candy like a normal person. Pouring the entire bowl of candy into your purse makes it seem like you have no manners.

Strange interview mistake No. 4: Candidate said he didn't like getting up early and didn't like to read.

Why it's a mistake: Separately, these statements sound like red flags warning the employer you're not

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keen on working too hard. Together, these statements are worrisome.

**What you should do:** If early morning isn't your preferred time to rise, you can admit that as long as you counter it by saying you have no trouble staying late. This works only if getting up early isn't vital to the position for which you're applying. Also, if you're asked what books you've read recently, you should have at least one title to mention. If the questions continue down that path, explain that you spend most of your time outdoors or doing something else productive with your time.

**Strange interview mistake No. 5:** Candidate asked to be paid "under the table."

**Why it's a mistake:** Ethical employers frown on illegal activity.

**What you should do:** Don't ask to be paid illegally.

**Strange interview mistake No. 6:** Candidate reached over and placed a hand on the interviewer's knee.

**Why it's a mistake:** Aside from the handshake, you shouldn't touch the interviewer.

**What you should do:** Keep your hands folded on your lap, writing in your notebook or resting on the table. Basically, keep them anywhere that isn't the interviewer's body.

**Strange interview mistake No. 7:** Candidate commented that he would do whatever it takes to get the job done, legal or not.

**Why it's a mistake:** Crossing the line from passionate to a legal liability is worrisome for a company.

**What you should do:** Stress your passion for the job and how eager you are to reach the company's goals. Employers want to know you've got the strong will to make things happen, not that you're breaking the law on their behalf.

**Strange interview mistake No. 8:** Candidate hugged the president of the company.

**Why it's a mistake:** Hugging is never appropriate in an interview.

**What you should do:** Unless there is some very unusual exception to the rule, interviewers and job seekers shouldn't hug. You really shouldn't hug the president of the company, unless you've been asked to do so. (And if you have been asked to hug the president, you probably should find out why.)

**Strange interview mistake No. 9:** Candidate called his wife to see what they were having for dinner.

**Why it's a mistake:** Your focus should be on the interview. Phone calls are never appropriate mid-interview.

**What you should do:** If there's an urgent matter, such as your child is sick, explain to the interviewer that you might need to step out of the

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room if an emergency call comes in or that rescheduling might work better. What's for dinner is not an emergency.

Strange interview mistake No. 10: Candidate asked to postpone the start date so she could still get holiday gifts from vendors at her current job.

Why it's a mistake: That's not a good excuse.

What you should do: If this or any other frivolous reason is why you want to postpone the start date, make up a better reason. Simply saying, "I have a prior engagement I can't get out of," is better than saying "I want gifts."

Strange interview mistake No. 11: Candidate called in sick to her current employer during the interview, faking an illness.

Why it's a mistake: You're showing your potential boss that you have no trouble lying.

What you should do: Interviewing is tricky, because you usually have to lie in order to get out of the office to get to the interview. Employers know that. However, they don't need you to tell that lie in front of them. It's a sign that you don't know how to be discreet and professional.

Strange interview mistake No. 12: Candidate said he didn't want the job if he had to work a lot.

Why it's a mistake: No one will hire a lazy person.

What you should do: Don't admit you don't want to work a lot. If there's one thing you shouldn't say in an interview, it's that you're looking for a job where hard work isn't a requirement.

Strange interview mistake No. 13: Candidate

wouldn't answer a question, because he thought they would steal his idea and not hire him.

Why it's a mistake: This answer makes you sound greedy and paranoid.

What you should do: You definitely don't want to hand over all of your genius ideas and secrets, because a crooked company could steal them. However, you should be prepared to give a sample of your ideas, because sitting in silence or refusing to answer the question doesn't help the interviewer evaluate you.

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# Business Grants for Women

*By Rebecca Hubbard Game*

Many women in business find that in order to meet their business' financial needs, they turn to searching out a loan source. Business loans for women are widely available through the Small Business Administration and a variety of other sources such as banks, credit unions and other financial institutions. Loans, however, are not the only source for financing. In some instances, business grants for women are available.

Business grants for women are a wonderful option for some women in business. Grants are an excellent source of funding because grants are not repaid. The funding is provided through government resources that have been budgeted for specific needs in our national community. Anyone is open to apply, so business grants for women are

available to anyone regardless of gender, race, religion, or background.

The downside of grants is that business grants for women are not widely available. Rather, business grants for women are available only to select businesses and under very strict circumstances, mostly for research or development.

Technologically-focused businesses, for example, will find it much easier to qualify for a grant than a craft or retail business. Still, because the money is readily available, even if your business is retail oriented, it may be of benefit to check into business grants for women available for various resources that could assist you in your business.

According to Denouement Solutions and Grants.gov, the United States government and its government

organizations offer more 1000 grants totaling more than \$400 billion in grant funding every year. Only 10 percent of citizens that qualify for these grants actually apply for grants, despite the fact that many more than that would qualify for a business grant for women. Therefore, even though not every individual or business is eligible for a business grant for women, it certainly can be beneficial to check into business grants for women.

According to grants.gov, the United States government's web site and main resource for grants that are available and can be applied for, there are more than 1000 grant programs offered by the 26 Federal grant-making agencies. These programs fall into 21 different categories, as defined by the Catalog of Federal Domestic

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Assistance. While some agencies may list available grants under multiple grant categories, the Federal government lists these categories of grants as follows:

- Agriculture
- Art
- Business and Commerce
- Community Development
- Consumer Protection
- Disaster Prevention and Relief
- Education

- Employment, Labor, and Training
- Energy
- Environmental Quality
- Food and Nutrition
- Health
- Housing
- Humanities
- Information and Statistics
- Law, Justice, and Legal Service
- Natural Resources
- Regional Development

- Science and Technology
- Social Services and Income Security
- Transportation

Even though the category of Business and Commerce may be what appears to have the largest selection of resources for business grants for women, consider the other categories as well, according to where your business falls. For example, if your business is a restaurant, don't hesitate to check the Food and Nutrition category for grants currently available. If your business is a farm, check the Agriculture section.

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Grants aren't available for starting or opening a new business, and they also aren't available for expanding on an existing business. However, business grants for women can offer funding for research or development of the business. Many grants may not be applicable to your particular business or needs, but there may be funds available for research, education, or other things needed for you to operate and improve your business to help you achieve business growth.

In general, when considering the options for a business grant for women, do your homework and read

carefully. Look at all grants available that might be related to your particular business. Consider looking into the Business and Commerce section, of Grants.gov, as mentioned, and also look into the different categories of grant fundings. Take the time needed to read the grant qualifications carefully. With any business, check into the Regional Development category, as well as the Community Development category. Depending on your location within the United States, it's possible to qualify for a grant to economically develop certain areas, and expanding a business in one of these areas can possibly assist you in qualifying for a

business grant for women.

Additionally, consider applying for an educational grant if returning to school is an option you'd like to consider. Many grants for higher education are offered each year, and not all are awarded. Knowledge is an extremely valuable business tool, and because the money is readily available for those who qualify, and educational grant is an excellent option to consider as a business grant for women.

Contact the specific government agency offering the grant for tips, information, and to ask questions before submitting your application.

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# *The 7 Traits of an Exceptional & Successful Entrepreneur*

*By Robert Moment*

How often have you either referred to or considered the expression, “Success is a journey and not a Destination?” Probably many times, yet often being in a hurry to get there, we forget that success is not an end unto itself, but is instead an ongoing process.

Though some people seem to have the Midas touch and easily turn everything to gold, most of us have to give our endeavors lots of time, effort and the sweat of our brow before seeing things come to fruition. The simple truth is that the majority of us are simply not born leaders, but become leaders by who we are and the actions we take. Consequently, whether or not you’re an established entrepreneur or just starting out on your journey, there are particular traits you’ll usually find operating within the exceptional entrepreneur. In fact there are 7 particular traits you’ll generally

discover deeply embedded within the exceptional and successful businessperson.

If you’ve already taken the plunge as an entrepreneur, you know that it takes a great deal of planning, development and strategic marketing to succeed. At any given time, there are changes to be considered and new directions to examine. In which case, whether you’re the CEO, CFO, Chief Marketer or Chief Solutions Officer of your company, your journey to success is probably full of trials and tribulations.

To support you in your journey to success, be willing to open your mind and sense of reasoning as you consider whether these traits are part of your driving force. If they are not yet ingrained within you, I recommend that you give them some thought.

## **THE 7 TRAITS TO SUCCESS**

1) Successful Entrepreneurs Gain the Respect of their Peers

One of the first and most obvious characteristics you’ll see operating in an exceptional entrepreneur is an equitable and unbiased disposition. Plain and simple the successful entrepreneur recognizes that no one is above or below. With an attitude of respect for others, the successful entrepreneur gains the respect from everyone they encounter. Strategies, attitudes and methods filter down to each person and reflect on all actions and activities. A successful entrepreneur gives everyone the space to be great. No matter how effective or beneficial your expertise, becoming a successful entrepreneur requires building up of your character muscles, traits and habits,

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which correspondingly make your dreams a reality.

## 2) Successful Entrepreneurs Believe and Trust in Themselves

The savvy entrepreneur is good at trusting his or her own ideas and instincts. Starting out as an entrepreneur requires persistence, determination and a high level of self-discipline. Continuing as a successful entrepreneur requires even more persistence, determination and self-discipline. The wise and successful entrepreneur knows this and works hard at developing their level of

confidence. If you have a strong code of ethics and believe in yourself, then your ideas can work. Having the desire and passion are the first steps on your journey; getting there requires believing in yourself.

## 3) Successful Entrepreneurs Follow a Plan

The successful entrepreneur follows a plan. Haphazard or trial and error have no place for the triumphant entrepreneur, for no one gets to his or her destination without a map or a guide to follow. That doesn't mean you won't go off course if another

road seems better, but it's still more effective to have a plan in place. Most successful entrepreneurs start out by writing a basic business plan that acts as the impetus and guide for their endeavors. It doesn't have to be fancy or lengthy but it should include marketing strategies, goals, intentions, ideas and why you can do better than your competition. A business plan should be reviewed and updated periodically for each new idea stirs and inspires other ideas.

## 4) Successful Entrepreneurs Think Creatively

Successful entrepreneurs are not

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afraid of thinking creatively. Whether a business idea has already been tried makes no difference to the exceptional entrepreneur. He or she sees better ways of doing things and knows that every idea can be expanded upon, made better, enhanced or broadened. The successful entrepreneur is willing to think outside of the proverbial box, which means using imagination, trying new things and expanding on a vision. The savvy entrepreneur pays careful attention as to whether a particular strategy is working. If after giving it his or her best shot the entrepreneur realizes the particular strategy isn't working, they know there's no point in continuing to

invest energy, time and effort in the strategy. They move on to another approach and idea.

#### 5) Successful Entrepreneurs Explore Their Exceptional Skills

Successful entrepreneurs realize that we each have our strengths and weaknesses as well as a multitude of skills and talents. Successful people ask themselves often what skills they have that no one shares in quite the same way. An exceptional and successful entrepreneur explores their particular skills until they find the ones that match most closely with their ideal. They don't try to be and

do everything. If the successful entrepreneur needs help, they're willing to find someone who can do it better, and allows in the support. The successful entrepreneur stays open to change for they recognize that as they move forward, doors open in unexpected places that carry them to their next level of success.

#### 6) Successful Entrepreneurs Envision Their Success

The successful entrepreneur gives time to envisioning how they want their business to look and how they want it to be. Intention is a powerful

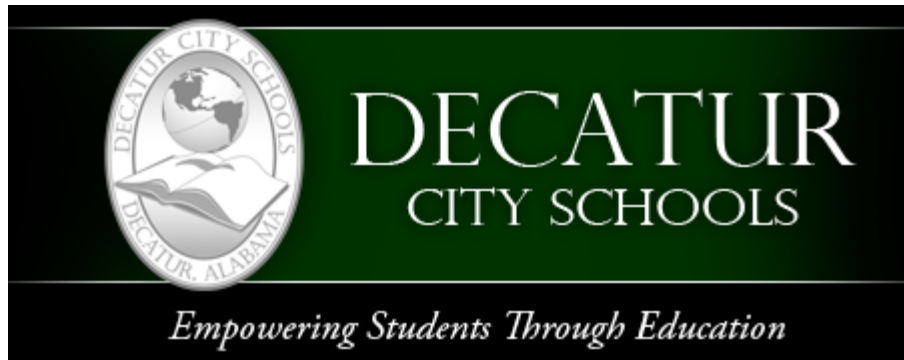
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and dynamic tool. For those who are not inclined towards intention and visualization, talk to a successful athlete and you'll discover that before each sporting event, the successful athlete envisions exactly how he or she wants things to turn out. Imagine what it will feel like when you've reached a particular set of goals. Get in touch with the feelings, you'd have as a successful entrepreneur. Practice and conceive of the sense of empowerment and the joy of having succeeded. The successful entrepreneur knows they have the power to live life the way they want, but to make it a reality, they know it has to be seen first.

#### 7) Successful Entrepreneurs Never Give Up

Giving up is never in the vocabulary of the successful entrepreneur. Of course there may be days when a successful entrepreneur feels discouraged or disappointed, but giving up is not an option. Having faith, trust, confidence and determination are the qualities needed for the successful entrepreneur. To keep their focus on track, they seek out the support of those that know them, encourage them and bring out their natural enthusiasm. The smart and successful entrepreneur realizes that there will be good days and not so good days. Being a successful entrepreneur requires accepting the ebbs and flows of business for it is in fact what separates the exceptional and successful entrepreneur from the one who gives up far too soon.

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# 5 Hot Jobs in High Tech

By: Kelli Smith

**High tech is hot. The U.S. Bureau of Labor Statistics (BLS) predicts the information technology sector will add 1.6 million jobs by 2014. BLS' top-ranked job for growth is network systems and data communications analyst—53 percent or 140,000 new jobs. Even now, one-third of all jobs are IT related, according to the National Workforce Center for Emerging Technologies.**

## But What Is IT?

Ask the average American what information technology is, and your reply may be an embarrassed smile. An online look at Merriam-Webster tells us information technology is “the technology involving the development, maintenance, and use of computer systems, software, and networks for the processing and distribution of data.”

In layman's terms, it simply means setting up the systems we use to communicate and keeping them running. So, when a journalist blogs or an investment banker peruses stocks on the Web, they are relying on information technology to ply their respective trades.

## Top to Bottom Tech Jobs

Looking for a little more clarification? Here are five IT jobs that span the spectrum from chief executive to help-desk technician.

### 1. Computer and Information Systems Managers:

These tech-savvy managers marry their business skills to technical know-how to plan and carry out a

company's overall technology strategy. Not surprisingly, many have a master's degree of business administration that focuses on technology. They make decisions regarding everything from the hardware they purchase to the security of their intranet. Median salaries were \$108,070 in 2007.

### 2. Computer Systems Analysts:

Broadly speaking they design and implement a company's technology solutions from the systems to the software. And, they keep all the systems talking to each other. Generally, analysts have a bachelor's degree in disciplines such as computer science, management information systems, or information security. In 2007, analysts' median earnings were \$73,090.

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### 3. Database Administrators:

Database administrators create and manage data collection systems. Information security is increasingly becoming an important component of this job. Most employers want bachelor's degrees in computer science, information science, or management information systems. Median wages in 2007 were \$67,250.

### 4. Network Systems and Data Communications Analysts:

Also known as network architects, they keep the lines of communication open from intranets and the Internet to email and voice mail. Degree requirements are the same as database administrators. Salaries are roughly equal, too, at \$68,220.

### 5. Computer Support Specialists:

Technical support for users is essential. Specialists in this area can work for a non-IT company in their support department or for a firm that specializes in supporting other companies in outside industries. Some companies require a bachelor's degree in computing, others accept associate's degrees or certificates and relevant work experience. Median salaries in 2007 were \$42,400.

## Career Training for IT

Though not quite in its infancy, IT is still an emerging field. As a result, there is no one single formula to gaining entry. But, as you move up, the formula is education. With intense competition for top jobs, master's degrees are becoming increasingly common. Online programs are an attractive alternative, particularly to professionals looking to advance their careers.

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# Getting Active in Schools

TFK talks to Olympian Dominique Dawes about hosting a webcast about Let's Move! Active Schools

Gymnast Dominique Dawes flipped her way into the history books when she became the first African-American gymnast to win an individual medal at the 1996 Atlanta Olympic Games. That year, she also picked up a gold medal as a member of the "Magnificent Seven" team. Since retiring from the sport in 2000, Dawes has devoted her time to helping people live a healthier lifestyle.

In 2010, President Obama named Dawes co-chair of the President's Council on Fitness Sports and Nutrition (PCFSN). Earlier this year, Dawes helped First Lady Michelle Obama launch the Let's Move!

Active Schools campaign, a program designed to help school leaders get students moving before, during and after school. "Everyone [on PCFSN] is passionate about this cause," Dawes told TFK. "They want the nation to be healthier."

Today, Dawes is hosting a live webcast for students and teachers on how schools can get involved in the new campaign. Through a partnership with Discovery Education, the webcast will broadcast live from Capitol Hill Montessori School, in Washington, D.C., from 1:00 p.m. to 2:00p.m. Eastern Time. It will feature a special message from PCFSN co-chair and NFL Quarterback Drew Brees and a physical activity break from Olympic gold medalist Allyson Felix. Classrooms can register for the free webcast at **Discovery Education Live**. A video will also be available to view after the event.

Recently, TFK caught up with Dawes to learn about her work on the PCFSN.

TFK:

May is National Physical Fitness and Sports Month. What is the goal of this month?

DOMINIQUE DAWES:

Physical activity is important to have at the top of your mind all the time, not just for this month. We want to educate people about the importance of physical activity and make it easy to understand what physical activity looks and sounds like, and also the benefits of being active. That's why I'm so excited to take part in Discovery Communications webcast because I'm going to have an opportunity to really get kids up and moving and

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active and help them understand that physical activity doesn't have to be work, it can be fun.

TFK:

Why should classrooms tune in to the webcast?

DAWES:

It's an opportunity for young people to learn from some of their sports heroes. Also, we have a chef, the First Family's personal trainer and a pediatrician [participating]. There are so many people that have dedicated their lives to helping the nation get healthier. I want more schools to sign up and be a part of this.

TFK:

Can you talk about Let's Move! Active Schools?

DAWES:

It's really a comprehensive program that's going to help kids as well as teachers, principals, administrators and parents work together as a team to get our kids moving again. The amount of physical activity [kids should be getting] is 60 minutes a day, five days a week. This is going to be another great way that kids can get engaged and get those wonderful benefits of being

physically active.

TFK:

Why is it so important for kids to be active during the school day?

DAWES:

Kids are naturally equipped to move. Not a lot of kids can sit still [for hours], and kids are in school on average seven hours a day. So if they get out and get moving and burn some of that energy that they have all balled up in them, they will be able to focus and concentrate a lot better in the classroom. Statistics have shown that kids who are physically active or participating in competitive sports tend to do better academically, have a higher self-esteem and more self-confidence.

TFK:

What is your favorite way to get active?

DAWES:

Jumping rope is one of my favorite activities. It's something that I did when I was training for all three of my Olympics. I traveled many times with a jump rope because I can jump rope anywhere. It's a great way to get my heart pumping, and oddly enough, exerting and using all that energy

somehow gives me more energy.

I always tell parents to put your kids in a number of different sports and find out what your kid loves to do and where they might have some talent. You have to experiment with a number of different sports. But gymnastics is a beautiful sport that will help kids with whatever sport that they may choose to pursue later on in life, and it's great to help them work on their flexibility coordination and strength.

TFK:

What has been the highlight of your experience as co-chair on the President's Council so far?

DAWES:

Hearing success stories. There have been a number of schools that have already signed up for Let's Move! Active Schools. Hearing how so many teachers, administrators and physical educators are being creative in finding ways to get their kids physically active is very exciting. Some schools don't have gyms, yet teachers have created breaks during the school day to get kids up and moving. Those are people that are thinking outside the box, which is what we definitely need.

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# Being a Coach of Yourself and Your Team Members

*By: Tim Millett*

When discussing the role of a business coach, there is one thing that must be cleared up immediately. Your team is composed of all people depending on you for direction. Obviously the higher you are in the organization, the deeper and wider your team will be.

What this means is a business coach who is a CEO has the entire organization counting on him or her for direction. The manager of a sales call centre will coach the staff working on the telephones who contact customers. A project team

leader is a coach for team members. Even a lone business employee, who has no one answering to him or her, must successfully coach personal performance in a way that leads to successful production on the job.

What many organizational people forget is that they must also be their own coach and not rely only on those to whom they report for direction. It is the equivalent of a football team. The coach provides direction and feedback but it is the team members who play the game and must make on-the-spot decisions leading the team to victory or loss.

## **Coaching and Personal Performance**

A leader's effectiveness is directly tied to personal performance of course. But does this mean that a person only has to worry about their own specific actions and not the performance of others? Absolutely not! Personal performance actually encompasses much more when you are a manager or team leader. It refers to the ability of a leader to successfully manage teams and team members in a way that leads to a positive work environment focused

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on fulfilling the company vision effectively and efficiently.

That may seem like a mouthful, but personal performance is a core or basic issue that determines a leader's ability to successfully take control. Some leaders are born to lead, but most need personal coaching and must be taught how to effectively coach others to success also.

Coaching is a concept that has become a trendy idea, but don't think it lacks value just because it seems at times to be a new age approach to business. Being a coach is a role that all business leaders assume whether they realize it or not. It is even buried in the manager's job description as "must have ability to lead others."

Lead them where? Lead them to personal success on the job. Coaching goes full circle in a sense. A leader develops personal management skills and abilities and then coaches others to develop their

skills and abilities too. What then occurs in the most successful companies is people with proven and developed leadership abilities are then cultivated to be the new managers. The new managers then concentrate on improving personal management skills and abilities and so it goes on and on.

### The Interrogator

To be a good coach, you must be willing to ask a lot of questions of yourself and others. The questions asked are designed to help you explore your personal skills and how you convert them into success. They include the following.

\* What are the time management issues? \* What will the company gain or lose based on personal performance of team leaders and their team members? \* Which seemingly unsolvable problems can be solved with new attitudes and approaches? \*

Is work organized in ways that enables goals to be met or are there barriers in place limiting efficiency and effectiveness? \* Is work prioritized appropriately? \* How can particular personality traits be matched to particular positions to maximize benefits to employees and company? \* Can time management concepts be instituted to improve productivity and probability of job or project success?

Being a coach to yourself means recognizing the need for training that can enhance personal skills. Being a coach to others means using that training to help others develop their personal skills on the job. Using a business training expert is highly recommended because a qualified trainer can see through the self-imposed barriers organizations unintentionally build that slow down or prevent success.

Being a coach means being an interrogator who asks all the right questions over and over again.

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# Successful People Use Their Nerves to Deliver Dynamic Presentations

By: Bud Bilanich

The other day I was at a workshop and one of the speakers was clearly nervous. He began his talk by telling the old story about the survey that asked people to name their greatest fear. Public speaking came in first, by a large margin. Death was fourth. So, if you believe the results of this survey, most people would rather die than stand up and give a talk. He was one of them. He urged us to be kind to him because he was nervous doing this talk.

He was suffering from what is known by a number of names: presentation anxiety, stage fright, the jitters. Whatever you call it presentation anxiety can be the death knell for an otherwise great talk. We all get nervous before a talk, but being nervous doesn't have to mean you'll do a bad talk. Presentation anxiety is a response

to fear of doing a poor talk. It shows up in a number of ways: blushing, shaking stuttering, preparing. At its worst, it will lead you to feel as if you're not making sense, or worse yet, to lose the thread of your talk.

I make speeches for a living, and I get nervous before every one of them. In fact, if I'm not a little nervous I start to worry that I will be flat and deliver an unenthusiastic talk. Over the years, I've developed a few tricks that I use to calm my nerves before a big presentation and make them work for, not against me. Check them out...

Practice your talk out loud. This will help you get comfortable with your material and your delivery.

Think good thoughts. Imagine yourself succeeding beyond your wildest dreams. Imagine that you will

get a standing ovation for your talk. This is what visualization is all about.

Get there early. In this way, you'll be able to set up your computer and run through your slides one last time.

Greet people as they arrive; exchange a few words with them. This will help you make a good first impression with members of the audience. It will also help you get control of your nerves, because you'll feel more comfortable speaking to a group of people you know rather than a group of strangers.

Take a deep breath before you begin. This will calm you, help center you and give you enough air to get through your opening.

Move. When you begin your presentation, move around. Use body movement to help release some

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of your nervous energy. Don't get trapped behind the podium. It can inhibit you from releasing your energy.

Just chat with the audience. Think of your presentation as a conversation. There might be 10, or 25, or 100 people in your audience. But in terms of real communication, there are only two people in the room: you and a single listener.

Tell stories to illustrate your main points. People like listening to stories and they tend to remember points illustrated by stories.

Ask questions during your talk. This will help you build a dialogue and a participatory feeling. I try to make at least one quarter and as much as one half of my talk a discussion with the audience. In this way, it's less of a speech and more of an expanded conversation with every person in the room.

Don't worry if you make a mistake. To begin with, most people won't realize that you made a mistake. Second, realize the audience is with you. They've all been there and know that presenting can be nerve wracking. Most people in the audience will be pulling for you to do a good job.

The common sense point here is simple. Successful people are dynamic communicators. Presentations are opportunities to shine — to demonstrate that you are a dynamic communicator. Stage fright is the biggest enemy of presentation success. Don't let stage fright rob you of your opportunity to shine. One good presentation can make a career. Presentations are the best ways to get noticed and have your name at the top of the list when promotional opportunities come up. There are several ways to deal with presentation anxiety: be prepared, know your stuff cold; think of your talk as a conversation with the audience; tell stories to illustrate your points. However, there is one piece of advice that trumps all when it comes to delivering dynamic presentations: practice, practice, practice!

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# Uneducated and Incarcerated

By: Latashia Martin

There are many people that can agree that the operation of the justice system has changed dramatically, and not for the greater good. There are also many people that will agree that education tends to be consistently on the latter end of the spectrum when put into comparison with the justice system. There are even people that will agree that a lack of education tends to lead to criminal behavior. However, the issue of debate arises over the reasoning for the increase in the prison population. Some feel it has

to do with the change in prison sentences and the breakdown of crime classifications. Other's feel it has to do with racial and geographic profiling. While some feel it has to do with the change in our education system, others feel deficiencies in education have no bearing at all.

Jay Mathews, author of *School Budget Cuts Not Such Big News*, believes that school budget cuts have nothing to do with the type of education a child receives. According to Mathew, a good education is not based upon the type of funding or

resources that are provided but rather the staff that is providing the education. I think Mathew poses a very good and truthful argument. Since budget cuts have been going on for many years now and students have still found ways to be successful I could understand his belief. However, students need instruction. They need sufficient and accurate resources to be able to be successful. How can a teacher teach with no resources or materials and the amounts that they do have are continuously cut back more and

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more? All of these things are provided through a budget that the staff does not have.

Going by the theory that a good staff is what is beneficial to a student's success and not the budget, how would one describe a good staff? How would you describe a bad staff? A lot of classes are overcrowded and there is not always a sufficient amount of reading materials available. Many school officials are over worked, under paid, and deal with strenuous work days of trying to deal with students displaying inappropriate behavior. There is no class that teaches teachers how to be patient or deal with outward displays of aggression. As a result many students are being expelled and suspended for various amounts of time on numerous occasions. Are these staff members considered bad staffers because of their form of discipline or are they considered good?

Marian Edelman, author of From School Yard To Prison Yard, states "Numerous studies have demonstrated that students who are suspended or expelled are more likely than their peers to drop out of school altogether". She later goes on to state "High school dropouts are almost three times as likely to be incarcerated than youths who have graduated from high school". Considering these statistics, one could question is expelling a student a good decision to make or is a transfer to a school that better suits their needs a more appropriate solution. I think the information presented in Edelman's argument is something that we all need to take seriously. Expulsion leaves a child with no alternative. Many school districts only have one high school or middle school for its students to attend. If they are expelled from that school they have no alternative other than getting their GED, and many do not have the resources to even learn about those opportunities.

As with any situation, there are going to be certain aspects that contribute to issues within that situation. Not to say that any of the beliefs surrounding the increase in

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the justice system are wrong, I think they are just merely underlying factors. Actions such as mandatory minimums and the new war on drugs are factors that lead to greater numbers of people being incarcerated. David Kopel, author of *Prison Blues: How America's Foolish Sentencing Policies Endanger Public Safety*, describes mandatory minimums as "extremely tough on drug offenses and make drug weight almost the sole factor in setting a drug crime sentence". I think these mandatory minimums have an unfair standing in the court room and do not shine the light fully on what the actual situation may have been. For example, there are police officials that act as mules. Their sole purpose is to befriend organizations that conduct criminal behavior, and then to get any and all necessary proof of the crimes being committed. These officials have predisposed plans that they have to execute by any means necessary. If the person being investigated is conducting a crime that could call for a mandatory minimum, is that police official going to be persuaded to do his job by getting as much evidence as possible? If so, that persuasion could ultimately lead to a person falling into the mandatory minimum when under regular circumstances, without the mule, they would not have.

The other thing to remember is that not every person committed of a crime is hard core criminal. As Kopel states, "Mandatory minimums tend to fall hardest on people who are not habitual criminals". What this means is that you have many first time offenders being hit with strenuous sentences while violent criminals that are habitual are out on probation. When you put this thought into perspective, one would think who this statute is actually helping; the person that made a mistake and is not given a second chance to prove themselves or the system putting them behind bars. I can completely understand Kopel's belief in regards to new sentencing policies as they have increased the prison population. His argument is a very strong and a

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reputable one that is backed by numerous reliable sources. However, his argument only displays how these policies have contributed to the increase. It does not state how or why people are getting tangled up in these new policies.

Manning Marable, author of *Incarceration vs. Education: Reproducing Racism and Poverty in America*, believes that this increase in the prison system has a lot to do with racial profiling inside the criminal justice system. Marable states, "According to a December study by the American Civil Liberties Union (ACLU)...on the past 30 years there has been a 500% increase

in the number of Americans behind bars...This prison population is disproportionately black and brown". This statistic would thus support the claim that minorities are more likely to be imprisoned than white people, and possibly suggest racism. However, it does not prove racism. Marable does not provide anything other than speculation, such as the zero tolerance policy in schools, for why this act of racism is occurring. I would not say that the system is being racist. However, I would say that the system, and by that I mean society over all, is failing its minority population.

Minorities make up the bulk of the population living below the federal

poverty line. They are subject to living in the worst neighborhoods; they work the least paying jobs and live paycheck to paycheck if they can. Many of them are receiving government assistance, and that assistance barely covers their basic needs. Inner city neighborhoods are subject to price gouging, high rates of homelessness, high rates of school dropouts, and excessive police presence. These same neighborhoods, crowded by minorities, are the same neighborhoods with the highest crimes rates in their states and the bulk of the low achieving schools. From *School Yard To Prison Yard* states "Inner city schools have the

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highest numbers of teachers who are inexperienced or don't have degrees in the subjects they teach" (Edelman). How can a teacher teach a subject if they do not know the subject that they are being required to teach?

I think the cause for the increase in the prison population is a lack of suitable education. A lack of suitable education is the reason why society has so many people living below the federal poverty line. A lack of suitable education is the reason why so many people are getting tangled up in the new policies set forth by legislation. A lack of suitable education is the reason why it may

appear that the justice system is being racist. A lack of suitable education is the reason why so many minorities are the ones flooding the state and federal prisons. A lack of suitable education is what is driving the justice system.

It is a teacher's responsibility to teach. It is the schools responsibility to provide the teacher with whatever resources they may need to instruct their class. It is the government's responsibility to provide the schools with the funding necessary to assist its teachers. If this flow of responsibility is not conducted accordingly there are going to be disruptions. The disruptions could range from teachers going on strike to

students disrupting their classes out of boredom or a lack of constructive learning. No matter the disruption the students are the ones to suffer. They get suspended, expelled, or dropout thus resulting in their increased chances of going to prison. The more people ending up in prison the more funding the prisons are going to get.

As if that is not bad enough, the cycle does not stop there. Once a prisoner is released from prison they are put back into society with limited resources. Because of their conviction, especially if it was a felony, they are going to have a very hard time gaining employment. If the convicted person never completed

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high school or college, their chances of gaining employment are cut even shorter. They may be ineligible for any type of government assistance including financial aid and subsidy housing. This type of situation makes it almost impossible for a convicted person to live responsibly and without a criminal lifestyle. The government has established a new prisoner reform program which allows a prisoner to gain work experience, an education, and life skills while imprisoned. The downfall again is once they reenter society those skills become obsolete. All people, especially organizations and employment opportunities, are going to look at is that person's criminal record and judge them based on such. In turn, they reenter a lifestyle of crime and go right back to prison.

A solution to this problem could consist of the government taking more initiative in rehabilitating its criminals. They have a federal bonding program that is a form of insurance policy to the employer on

behalf of the convict that they hire. The government should make this program more widely available and recognized amongst employers and its prison population. As a result, some employers may feel a little more comfortable hiring a convict because they know they have insurance in case that person commits any type of criminal activity at that place of employment. Also, courts are now allowing people to have their criminal record sealed. There are restrictions and guidelines in place which vary from state to state, but for some convicted persons who have never committed another crime or have gone x amount of years without committing another crime, this could be very beneficial. The only problem is this option is available but there is no one educating these ex criminal about it. Another obvious solution is to examine these low performing schools and determine what they need to bring them back up to a suitable standard. As a result their overall performance should increase as well as their

student success. They should have less dropouts and expulsions thus creating more students graduating.

Acknowledging the fact that criminal behavior is never going to become obsolete, the government needs to assess each case on a case by case basis to determine the best solution for the defendant involved. Imprisonment is not always a proper punishment. It does not always deter others from committing the same crime or even deter that person from committing another crime. For some, probation, community service, group meetings, half way houses, or a combination may be the best solution. Basically, expanding prisons and implementing new criminal guidelines is not working. It is not solving the underlying factors that are contributing to the increases in criminal behavior. Government officials need to examine these underlying factors and work on resolving those before trying to better the prison system.

We Are Committed To Career Opportunities For All



**JUNCTION CITY  
SCHOOL DISTRICT 75**

P.O. Box 790  
Junction City, AR 71749  
<http://junctioncity.k12.ar.us>

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We Support The Hiring And Advancement Of All Minorities



**WEST MEMPHIS  
SCHOOL DISTRICT 4**

PO Box 82672303  
West Memphis, AR 72301-4170  
[www.west.grsc.k12.ar.us](http://www.west.grsc.k12.ar.us)

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We Support The Hiring And Advancement Of All Minorities



All Students Can Learn

## GRAND COUNTY SCHOOL DISTRICT

264 South 400 East  
Moab, UT 84532  
[www.grandschools.org](http://www.grandschools.org)

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## PATTONSBURG R-II SCHOOL DISTRICT

P.O. Box 200  
Pattonsburg, MO 64670-0200  
[www.pattonsburg.k12.mo.us](http://www.pattonsburg.k12.mo.us)

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606 South Sycamore Street  
Blue Hill, NE 68930  
[www.bluehillschools.org](http://www.bluehillschools.org)

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## QUINTON SCHOOL DISTRICT 17

PO Box 670  
Quinton, OK 74561  
[www.quintonschools.com](http://www.quintonschools.com)

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## WHEELER CENTRAL SCHOOLS

600 Randolph Street  
Bartlett, NE 68622  
[www.wbroncs.org](http://www.wbroncs.org)

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## BRIDGE CREEK SCHOOL DISTRICT 95

2209 East Sooner Road  
Blanchard, OK 73010-9747  
[www.bridgescreek.k12.ok.us](http://www.bridgescreek.k12.ok.us)

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**NATALIA INDEPENDENT  
SCHOOL DISTRICT**

P.O. Box 548  
Natalia, TX 78059-0548  
[www.nataliaisd.net](http://www.nataliaisd.net)

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1118 West Aztec Boulevard  
Aztec, NM 87410  
[www.aztecschools.com](http://www.aztecschools.com)

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**ZAPATA INDEPENDENT SCHOOL DISTRICT**

P.O. Box 158      Zapata, TX 78076  
[www.zcisd.org](http://www.zcisd.org)

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# Engineering Careers: Analysis and Creativity Come Together

By: Kelli Smith

**Our world is imperfect. Roads could be safer. Medicines could be more effective. The environment could be cleaner. Nearly all facets of life, in fact, from health and safety to entertainment technology, leave room for improvement. Fatalists have resigned themselves to these flaws, believing that, for better or worse, humans are largely powerless to affect change.**

At the other end of the spectrum, however, lies a more optimistic breed. These people believe that the world as we know it does not live up to its potential. They are highly inquisitive, and dare to challenge the status quo. If you count yourself among this league of imaginative dreamers—and possess the mathematical and scientific training necessary to execute your visions—the field of engineering could prove a highly

rewarding career path. Engineers not only enjoy the satisfaction of making the world a better place, but also boast some of the highest starting salaries of all college graduates.

## Engineering: A Basic Job Description

Engineers act as liaisons between the world of pure research and its commercial applications. Drawing on their formal education and their fluency in modern technology, engineers design, test, and evaluate new products. They rely heavily on computers for both product development and procedural monitoring. An engineer's career choices are incredibly varied, ranging from biotechnology to electronics development, and nearly everything in between. In fact, the Bureau of Labor Statistics (BLS) recognizes 17 major

engineering specialties.

## Educational Requirements for Engineers

Most engineers enter the field with a bachelor's degree. Students may find the engineering program of study to be refreshingly well rounded, covering the expected subjects of mathematics and physical & life sciences, but also including courses in design, the social sciences, and humanities. Because most engineers specialize, undergraduate engineering students typically concentrate on a specific area of study. The BLS notes, moreover, that prospective students should carefully investigate a school's curriculum before graduating. A program's content can vary widely from one institution to the next, and aspiring engineers may want to ensure that their education

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**Auburn Union School District**

255 Epperle Lane Auburn, CA 95603-5001  
[www.csd12.org](http://www.csd12.org)

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aligns with their future career path.

### Other Engineering Requirements

In addition to a bachelor's degree, successful engineers boast excellent communication and analytical skills. Creativity is also a must in this field of ever-expanding horizons.

An engineer's education is essentially never-ending. Once hired, engineers need to keep themselves abreast of new technological developments in order to remain valuable to their employers.

### Job & Salary Outlook

Job openings for engineers should be plentiful in the coming decade, with faster-than-average growth projected for environmental and industrial engineering specialties.

Earnings vary considerably based on specialty and level of education. As of 2007, the average starting salary for an engineer with a bachelor's degree ranged from \$47,960 (environmental engineers) to \$60,718 (petroleum engineers).

Typical engineering programs take 4-5 years to complete, so don't hesitate to begin your college search and start pursuing this exciting career.

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## COMPTON UNIFIED SCHOOL DISTRICT

501 S. Santa Fe Avenue  
COMPTON, CA 90221  
[www.compton.k12.ca.us](http://www.compton.k12.ca.us)

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# WISEBURN

## SCHOOL DISTRICT

13530 Aviation Blvd.  
Hawthorne, CA 90250-6498  
[www.wiseburn.k12.ca.us](http://www.wiseburn.k12.ca.us)

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12335 Woodside Avenue  
Lakeside, CA 92040-0578

[www.lsusd.net](http://www.lsusd.net)

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**FREMONT UNION  
HIGH SCHOOL DISTRICT**

589 W. Fremont Avenue  
Sunnyvale, CA 94087-2556

[www.fuhisd.org](http://www.fuhisd.org)

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