

Connecticut Career Resource Network UPDATE



What's the ***BIG IDEA?***

**Business started by
young entrepreneurs!**

The idea:

Online Shoe Sales

From the minds of:

Tony Hsieh & Nick Swinmurn

Name of Business:

Zappos.com

How to Start a Small Business—Starting and managing a business takes motivation, desire and talent. It also takes research and planning. Like a chess game, success in small business starts with decisive and correct opening moves. And, although initial mistakes are not fatal, it takes skill, discipline and hard work to regain the advantage.

To increase your chances for success, take the time up front to explore and evaluate your business and personal goals. Then use this information to build a comprehensive and well thought out business plan that will help you reach your goals.

Traits Shared by Winners—Does the idea of being your own boss appeal to you? Are you entrepreneurial material? Here are some traits winners all possess.

- **An eye for opportunity:** Finds a need and can quickly satisfies it
- **Independence:** Enjoys being their own boss
- **An appetite for hard work:** Doesn't mind working long hours with little pay
- **Self-confidence:** Demonstrates extreme self-confidence in taking risks
- **Discipline:** Resists temptation to do what is unimportant for what is essential
- **Judgment:** Ability to think quickly and make wise decisions
- **Ability to accept change:** Thrives on changes and business growth
- **Make stress work for them:** Focuses on the end and not the process
- **Need to achieve:** Drives toward personal success
- **Focus on profits:** Knows business success is measured by profits

To find out more information about starting your own business such as tips on creating a business plan, how to search for funding, along with valuable advice on how to best manage your new business, visit the U.S. Small Business Administration's *Teen Business Link* at:
<http://www.sba.gov/teens/>.

Herman Trend Alert: HIGHER EDUCATION & EMPLOYMENT 2017

from "The Herman Trend Alert" by Joyce Gioia-Herman 5/9/07
<http://www.hermangroup.com>

The year is 2017. Virtual worlds engage students early. Employers have established major installations in Second Life and other virtual worlds where the students can work for the employer any hour of the day or night at the organization's office or hospital. The students love the reality of 'the game' and the employers enjoy being able to 'teach' the students their cultures... effortlessly.

Mentors play a substantial role in growth. Now, beginning in ninth grade, students are paired with full-time employees. When, after college graduation, a mentee chooses to come to work for the employer, the mentor receives a substantial financial gift; most employers are paying \$5,000 to \$10,000, because the companies discovered long ago that these mentored young people have a better track record with their firms.

Colleges and universities have found efficiency in numbers. Ten years ago in 2007, we saw the beginning of this trend on the part of colleges and universities to work together to capitalize on advancing technologies and eliminate duplication of efforts. At this point in time, they have created consortia in a wide variety of areas, from forming buying groups to holding career fairs, and even working together on common projects like building national databases of internships and other career resources.

Alumni play a greater role. College alumni working for large organizations converge on campus to recruit the best and the brightest. The goal is to attract this top talent to work for their employers. Recruiting alumni will use personal music programming and podcasts, as well as other media (not yet invented in 2007) to win over the hearts and minds of tomorrow's students.

College-employer partnerships thrive. Employers sponsor summer programs for high school students and pay for college in an effort to win over top talent. Students identified early, sometimes feel like they're on a magic carpet ride that allows them to explore their field(s) of interest, while receiving valuable guidance and financial support. It's not happening yet, but some employers are even discussing working with fifth grade teachers to identify the most promising students to gain a competitive edge.

To read the complete essay which will be posted on the National Association of Colleges and Employers (NACE) website after their annual conference in early June, go to <http://www.naceweb.org/>.

IT'S SUMMER!... I NEED A PART-TIME JOB!

GrooveJob.com is a good source for finding great part-time jobs. They focus only on part-time jobs, teen jobs, summer jobs and internships for students. Best of all, you can search their national database of great internship opportunities available for FREE!

GrooveJob.com has part-time jobs and hourly jobs in all industries including retail, restaurant, seasonal jobs, and more. If you don't find a job today, be sure to check back soon as they're always updating their part-time database. For more info, contact them at 1-888-6-GROOVE.

The NEW New Careers

The United States may keep shedding jobs to foreign countries, but it cranks out new occupations like no one else. Here are just a few of the HOTTEST NEW JOBS you can get into now.



DISEASE MAPPER

Salary range: \$40,000-\$150,000

Experience/skills: A Ph.D. or master's in a tech field, plus expertise in a particular disease.

Perks: Flexible hours and travel to exotic locales

Who's hiring? Universities, governments, the United Nations, some consultancies

Early in his career, Andy Tatem became so proficient at analyzing fuzzy satellite images of English farms that he could tell wheat crops from turnip fields by studying the way the sun reflected off each. Interesting stuff if you're a farmer, but not sufficiently inspiring for Tatem. Then came a call last year from Simon Hays, an Oxford University researcher who was developing a global map of malaria that could explain current outbreaks and help predict future ones.

Today Tatem, a 29-year-old Ph.D., is among a new class of researchers using the latest satellite imagery, cheap computing, big databases, and free tools like Google Earth to show how epidemics spread around the globe. It's a new twist on a very old concept. When cholera and yellow fever spread during the 18th century, "medical geographers" drew maps to show infected areas but had no way of knowing where an epidemic would strike next. Tatem pulls data from NASA satellites to plot a picture of rainfall, temperature, vegetation, and other variables in regions where malaria has struck. He correlates it with infection rates and hospital reports to create a map of the disease and its projected spread.

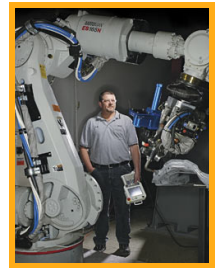
ROBOT PROGRAMMER

Salary range: \$40,000-\$100,000

Experience/skills: Associate degree in a technical field and extensive training. People skills also come in handy.

Perks: Lots of travel, helping clients customize each machine to a particular task

Who's hiring? ABB, Fanuc, Motoman, Panasonic, Toyota



Back in 1990, Matt Zeigler was pulling 12-hour shifts as an arc welder for a forklift manufacturing firm in Indiana when a technician in a white lab coat came into the factory to work on a new \$85,000 robotic welder. "I said, 'Why aren't I doing that?'" Zeigler recalls. Self-training eventually got him out of blue-collar work and into a top robot programming position at Motoman in Dayton, Ohio, one of a growing number of industrial robot manufacturers that train humans to make sure their products perform as advertised. Industrial robots, once a fixture in the auto industry, now are doing everything from analyzing blood samples to mixing cocktails. The latest innovations include multi-armed robots with vision systems and enough machine intelligence to read labels and pick out the parts they need from nearby bins.

Zeigler, 35, spends most of his time behind a PC and a custom hand-held controller, calibrating the robots' moving parts to be in just the right place at just the right time. He is also on the road a lot, acting as salesman, engineer, and installer for Motoman's customers. "I wear a lot of hats," he says. Far from eliminating jobs, Zeigler says robots are "creating better jobs and better-paying jobs. They're just more technical and not as repetitive."



INFORMATION ENGINEER

Salary range: \$70,000-\$120,000

Experience/skills: Data analytics, network administrator experience, writing skills

Perks: Stock options, free food

Who's hiring? PayPal, Slide, and other Web 2.0 startups unable to stay on top of the data

Every Sunday the three 20-something founders of Meebo, an instant-messaging startup based in San Francisco, meet to talk strategy and almost always end up wanting new data before making any decision. "We'd walk away wanting to know things like where is our churn rate the greatest, or how are the users in Brazil different from those in India with regard to how they navigate the site," says CEO Seth Sternberg. So, Sternberg created a new position--"information engineer"--dedicated exclusively to digging up the answers. The first person to fill it: Bob Lee, 34, a former network engineer at Apple, who now sits in front of three monitors poring over an estimated 200 gigabytes of data every day from more than 5 million users. It's Lee's job, using a combination of networking chops and statistical analysis, to point out trends, explain network hiccups, and reveal what new features are hits or duds.

Other Web 2.0 companies, like PayPal and Slide, have begun adding similar positions to answer queries that off-the-shelf analytics tools can't handle, such as calculating churn rates. "There's all this data available to help make decisions," Sternberg says. "But it takes someone really focusing on it to get the benefit."

Source: The WorkforceATM.org Daily NewsWire May 1, 2007—'The new new careers' by Michael Copeland & Kevin Kelleher (CCNMoney.com)

CCRN GRAB BAG

Herman Trend Alert: TEEN UNEMPLOYMENT—A FUTURE PROBLEM FOR EMPLOYERS

from "The Herman Trend Alert" by Joyce Gioia-Herman (April 18, 2007)

<http://www.hermangroup.com>

Between 2004 and 2007, teen unemployment in the United States has hit record levels. These historic highs present a significant challenge for forward-thinking employers. We suspect that this problem is global in scope. This joblessness among teens is a real problem for employers affected by the tightening labor market. Ken Smith, president and CEO of Jobs for America's Graduates, an Alexandria, Virginia-based non-profit that helps more than 40,000 youth each year transition from school to work, knows this problem well. He said, "The economy is humming along, and employers are almost desperate for people they can hire and train. Contrast that with the lowest teen market penetration in 50 years...The connection point is not being made." This situation presents a critical workforce challenge for future-focused employers and communities. According to data from the US Bureau of Labor Statistics, 37 percent of teens nationwide worked in the summer of 2006---that's down nearly 11 percent from 1999, the crest of the US economic boom. Certainly, the recession of 2001 took its toll on the teens' ability to get jobs, but when the economy became robust again, teen employment did not recover as expected. Instead, teen employment has continued to plummet. For summer 2006, according to the US Bureau of Labor Statistics, teens had an unemployment rate of 16.5 percent---four times higher than that of adults during the same period. The two major groups replacing U.S. teens are immigrants and seniors. Immigrants are often willing to accept the less pleasant jobs that some teens had been willing to take on; seniors have a well-deserved reputation for being more stable, reliable, and responsible than young people, many of whom have never held long-term employment. Frequently, the older workers need the money to supplement their fixed incomes; the teenagers are looking to supplement their, often generous, allowances.

BEST JOBS IF YOU'RE OVER 50

YOU'RE READY TO RETIRE FROM THE RAT RACE. NOW YOU WANT WORK YOU CAN FEEL PASSIONATE ABOUT.

by Jennifer Merritt, Carolyn Bigda and Donna Rosato (CNNMoney.com) - March 22, 2007

NEW YORK (Money Magazine) -- Maybe you're financially secure enough to try a career you've only dreamed about. Or you're burned out after toiling away in the same field for three decades. There's gotta be more to work - and life - right? "Most people over 50 plan to continue working beyond traditional retirement age," says Howard Stone, co-founder with his wife Marika of 2Young2Retire.com. "A high percentage want to do something more satisfying than what they've been doing." The search for meaning prompted AC Warden to become a celebrant - an officiant at life events who isn't necessarily affiliated with a particular religion - after 25 years as a documentary producer. "With budgets shrinking, timelines speeding up and the quality of productions diminishing, I began looking for a more fulfilling option," says Warden, 55. She took classes for a year that cost about \$1,800 and earned her certification in 2003. Warden officiated at more than 60 weddings in 2006, and also does funerals, house blessings and commitment ceremonies. Though she makes just \$30,000 a year after expenses, she loves the work so much that she can see doing it for the rest of her life.

It might be hard to imagine making a switch at this stage, but the biggest job gains for the past few years have been among older workers, according to the Bureau of Labor Statistics. And some industries, including health care and education, are actively recruiting people over 50. Still, when you're making a big change, you've often got to overcome stereotypes about older workers being stuck in their ways. Here are five essentials to making a successful transition.

- 1. Make age an advantage.** Sure, bias is out there. It's up to you to put your age in a positive light. Talk up your experience and how it fits into what a potential employer is looking for. Is the company trying to launch a service, cut costs or find new customers? Use examples from your work history that show how you tackled similar problems, and explain how that will help in your new job. After a 20-year career at Polaroid that included stints in sales, marketing and operations, Roberta Hurtig, 58, became executive director of Samaritans, a suicide-prevention organization in Boston, in 2002. "A lot of my corporate skills translated. The heart of what we do at Samaritans - training people to provide great customer service - is essentially the same," she says.
- 2. You're cool. Prove it.** Half of hiring managers in a 2006 survey said the biggest disadvantage of taking on older workers is that they don't keep up with technology. In an interview, talk about the Web research you did on your prospective employer or the new software program you mastered. "It's critical to show that you're knowledgeable about even basic things," says Deborah Russell, director of economic security at AARP. "Put your e-mail address on your résumé or mention that you pay your bills online."
- 3. Look the part.** Wear an up-to-date suit for interviews, and during small talk drop in your weekly tennis game or that 10-k race you ran. Appearance counts, but energy is more important. "You can dye your hair and minimize your wrinkles," says Russell. "But really it's about being enthusiastic and showing you can help a company succeed."
- 4. Plan ahead.** If you're going to take a lower-paying job, you need to prepare financially. On the flip side, transitioning to a career that you can see doing beyond 62 or 65 may allow you to put off tapping your savings.
- 5. Get real.** Don't get too seduced by the idea of saintliness. It's easy to romanticize life as a teacher, a minister or an environmentalist. It's still work. "People are looking for greater meaning," says Marc Freedman, CEO of Civic Ventures and author of *Encore: Finding Work That Matters in the Second Half of Life*. "Unfortunately, some of these fields are the most dysfunctional and low paying."

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The people who get on in this world
are the people who get up and look for
the circumstances they want, and, if
they can't find them, make them.

- *George Bernard Shaw*

BREAK NEW GROUND — BUILD A FUTURE

You want money to pay the bills and to enjoy life, but you just can't see yourself doing the stuffy corporate office scene. You may want to run the show, but you're not the business suit and briefcase type. Chained to a desk, staring at a computer all day? No Thanks! You are more of a hands-on, down-to-earth, get-it-done type of person. You have a sense for how things work, how they're put together, how they should look. You take pride in accomplishment, and learning new things. Great... these are the skills needed in today's marketplace. Build on them.

Lots of Jobs—If you're interested in skilled trades, employers are looking for you. The building and construction industries expect to create more than 1 million new jobs in the next ten years, and many will provide on-the-job training.

Show Me the Money—From your very first job in the skilled trades, you can expect generous benefits and a solid paycheck, even while you're still learning. With experience, it just gets better.

Future Opportunities—The skilled trades are ideal for building your dream, or even starting a business. A good percentage of contractors in the U.S. are self-employed, working as their own boss.

America's prosperity, security and our way of life depend on the men and women who will make up the skilled workforce in the 21st century. Those who learn a trade—through education, apprenticeships and on-the-job training—can look forward to exciting, challenging, well-paying careers in a growing field. And they will have the pride and sense of accomplishment that comes with building America's future.

Want to Learn More? Whether you're looking for a first career or a new one, it's easy to get started. Visit www.careervoyages.gov or your local **CTWorks** Career Center to find out how.



INFO ABOUT COLLEGE FOR STUDENTS WITH DISABILITIES

Preparing for college raises many questions for high school students. But students with disabilities may have even more to ponder. The transition to adulthood creates changes in legal status and affects the rights and responsibilities of disabled students. The U.S. Department of Education's Office for Civil Rights offers a brochure to answer questions commonly asked by students with disabilities. The recently updated brochure, written in a question-answer format, discusses topics such as when and how to disclose a disability, how to ask for accommodations, and which accommodations universities and colleges must provide.

For a free copy of "Students with Disabilities Preparing for Postsecondary Education: Know Your Rights and Responsibilities," write to: ED Pubs Education Publications Center, U.S. Department of Education, P.O. Box 1398, Jessup, MD 20794; call toll-free, 1-877-4-ED-PUBS (433-7827), or TDD/TTY 1-877-576-7734; or read the text online at www.ed.gov/ocr/transition.html.

Upon request, this publication can also be made available in alternate formats, such as Braille, large print, or computer disk. For more information, contact the U.S. Department of Education's Alternate Format Center at (202) 260-0852 or (202) 260-0818; or TDD via the Federal Relay Service toll-free at 1-800-877-8339.