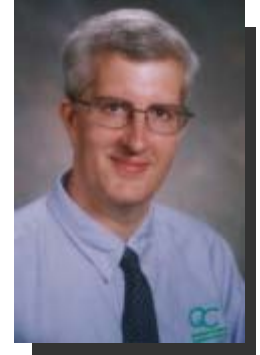


The 10-Step Plan to Career Change

By: *Randall S. Hansen, Ph.D* Reprinted with permission.

How does it happen? Perhaps you just begin to lose interest. Perhaps you find something that interests you more. Perhaps your company is downsizing. These are just some of the numerous reasons people find themselves on that precipitous cliff looking back on their career just as the dirt begins to crumble beneath them.

Are you facing that career change plunge? Do you wish you were? Take it slowly and make sure what you really want to do is change careers. Then use this 10-step plan, and you will be on much more sure footing -- and on a path toward career change success. Finally, remember that career change is a natural life progression; most studies show that the average job-seeker will change careers (not jobs) several times over the course of his or her lifetime.



Step 1: Assessment of Likes and Dislikes. A lot of people change careers because they dislike their job, their boss, their company. So, identifying the dislikes is often the easier part of this step; however, you will not know what direction to change your career unless you examine your likes. What do you really like doing when you're at work, when you're at home - in your spare time. What excites you and energizes you? What's your passion? If you're really unsure, consider taking one of more of these career assessments. The key is spending some time rediscovering yourself -- and using your self-assessment to direct your new career search.

Step 2: Researching New Careers. Once you've discovered (or rediscovered) your passion, spend some time researching the types of careers that center around your passions. Don't worry if you're feeling a bit unsure or insecure -- it's a natural part of the career change process. How much research you do also partly depends on how much of a change you're making; for example, changing from a teacher to a corporate trainer versus switching from a nurse to a Web designer.

Visit http://www.quintcareers.com/career_change.html to read the full article.



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Featured Jewish Professional Woman

Sara Kogan Owner, West 44, LLC

Sara lives in Sandy Springs with her husband, Ross. She recently started her own company, West 44, LLC. Her company provides marketing and sales tactics to small businesses, acting as a part-time, contract based, marketing department for small businesses who have marketing needs but don't require a full-time, dedicated employee. In the sales arena, she helps businesses that need assistance in creating or modifying an account management system, sales planning, and motivating salespeople to meet their goals.



Q: Do you have any mentors? Yes, I have many mentors. I have mentors from school and work as well as community organizations with which I am involved I

believe that you can't have too many mentors. One of my most treasured mentor relationships stemmed from a client that I worked with at Coca-Cola. It is truly the best situation when your client is your mentor.

Q: What do you value about being Jewish? Being Jewish is a central core of my life. The Jewish principle of tikkun olam [usually translated as "repairing the world"] is extremely important to me. Thus, my work in the Jewish community is a priority. I am involved with the young leader's group of the American Israel Public Affairs Committee (AIPAC), The Jewish Federation of Greater Atlanta, and I serve on the board of directors of the Breman Home. I grew up in a family where I was taught to give back to the community – both in time and treasure. My long-term goal is to make a true difference in the Atlanta community. My husband and I want to leave a legacy that we are proud of.

Q: What major changes have you made in your professional life and how do you feel about making changes? Making change is hard at first, but I am better at it now. I was averse to change as a child, but now embrace it. A lot of this stems from my experience at Coca-Cola. At Coke, I witnessed a major company reorganization when I was only 21. This experience helped me realize that change is okay, plans are made to be broken, and you can't expect to work at one company for your entire life. I learned that I needed to depend on my own network, not my company's network, and to do that I had to leave Coke and make my own connections. I learned that I had to continually push myself to get outside of my comfort zone and continually learn and grow. In the end, you are the one in control of your life and you control your destiny.

For full interview: <http://www.jpwn.org/featured.htm>

JPWN's first **Power Networking** event was quite a success! After noshing on bagels and brief announcements, the Jewish professional women met, exchanged business cards, and had a great time talking to each other.

As usual, it was difficult to tear the ladies from their conversations, and after the breakfast, many women stayed to informally connect with each other.

We hope you'll join us for another Power Networking breakfast on Monday, April 10 at Powell Goldstein from 7:15-8:15am.



The **Georgia Restaurant Association** is building a Membership Development team that will total 6 members covering 5 total regions - NE; NW; Greater Atlanta; South & then in '06 the newly launched Coastal Chapter. Each Membership Development Executive (MDE) will work a zone/territory within the state based upon their knowledge of that territory and relationships built. As part of their role and responsibilities in working with and for the GRA & the Director of Membership Development, each (MDE) will be expected to achieve sales success and contribute to a world-class GRA membership organization - both for the membership development team (internal) and for the GRA as an organization (external). If you know someone that has the strengths, talents & skills for this position, please have them call:

Deborah Schwartz Griffin - Director of Membership Development - Georgia Restaurant Association - 404.630.5535 & deborah@creativeconnector.com.

From the Founder Ronni Solomon Abramson

The beginning of 2006 and the inevitable collection of new year's resolutions was initially why we chose "career change" as a topic for this month's newsletter. It was a fortuitous decision because, after we chose this topic, both Suellen and I made significant changes in our own careers. She left Powell Goldstein to take a position at King & Spalding and I left Powell Goldstein to work for Applied Discovery, Inc., a company specializing in assisting corporate legal departments in navigating the entire electronic discovery process in litigation.

My change was a little different from Suellen's because she was moving to another large law firm like Powell Goldstein. I was staying within my area of expertise (discovery) but I was taking a different career path and leaving the traditional practice of law. Apprehension and fear swirled around my brain as I went through the interview and hiring process and seriously considered accepting the offer. Litigating commercial cases is the only thing I have known in my professional life and something I have been doing consistently for over 11 years in a large law firm setting. And yet, although I am still nervous and feeling my way through this new position (I am only in month two), the feelings that are hitting me are ones I did not expect. I feel a familiar sense of excitement, adventure and possibility like I used to feel when I would go to camp each summer in June, when I went to High School in Israel as a high school junior and when I went to college in Binghamton, New York. I associate all of these experiences with such happy times of my life and I take it as a good sign that these feelings are now associated with my new job.

So why did I fear change in my career rather than embrace it? I guess the unknown is what is so scary. It is hard to imagine that what lies ahead could actually be a better fit than what we have currently. We tend to think it could only get worse and that it could not possibly fit all of our needs. But if we could just take that leap of faith and remember that change is inevitable and natural and should be embraced rather than feared, we would make a change with less trepidation especially when we are

Membership...Has Its Privileges

Due to popular demand, JPWN has rolled out its membership program! Annual membership will have incredible benefits for you such as the ability to connect, collaborate, and have access to and share information. After all, that is a primary value of a network. JPWN members will have:

- Exclusive access to membership directory and "members only" sections of www.jpwn.org
- Your own web page hosted on JPWN so that other members can learn more about you and the products and services your company offers
- Discounted rates at all JPWN events
- Discounts and perks at merchants and retailers when you show your JPWN membership card
- Guaranteed admission to 4 JPWN lunch events
- And more!

You can purchase your membership right now with a credit card on JPWN's web site or by sending a check to JPWN. Click here to go directly to the membership page for more information: www.jpwn.org/Membership.htm.

We hope you will take advantage of this amazing opportunity. We have had an amazing response since we rolled out the program a few weeks ago.

unhappy, unfulfilled or at a crossroads in our job or career. I think we underestimate how important it is to like what we do in our profession and feel sufficiently challenged. Steve Jobs said it best at a commencement speech he gave at Stanford last year: "You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle." I read that in connection with my job search and it really inspired me and rang true.

Suellen and I would be willing to talk to anyone who is interested in a job change. We went through this process together – helping each other with our resumes, interviews and bouncing ideas off each other. One of the benefits of JPWN is being able to bounce ideas off of other professional women who have been in your shoes and lived to tell about it. Please take advantage of it and remember not to settle but instead find your dream job.

Ronni

Making a Job Change: How Networking Helped Me Land My Last Two Jobs *By Suellen Bergman*

When I first started in private law practice, I was given the same advice by several people: begin marketing yourself and networking as early in your career as possible. The advice continued: yes, you'll be lousy at it at first. But after a while, you'll get better, and your network will grow. People will excuse someone who is awkward in her twenties, but not later on, so it's better to start early so you'll have some experience at networking when you are more seasoned (in other words, when you are no longer so junior that your awkwardness would be excused).

I took this to heart, and immediately upon starting in private practice, I decided that a good forum for my networking would be an industry organization. I thought it would be a good way to meet colleagues and acquire knowledge about my newly selected area. Also, my employer was willing to pay the dues for me to join this organization (badly needed, since I was a fairly recent graduate with school loans to repay). Thus I joined the Technology Law Section of the State Bar of Georgia.

Not only did I join, but I wrote an article to be published to the organization's members. I personally do not relish writing, but I don't relish wearing sensible shoes either, yet I do it every day. It builds character and puts hair on your chest. Seriously, writing an article was a way for me to learn about a recent development in the law, to take a first step to becoming an "expert" in my field, and to get my name "out there" to my colleagues.

I was also looking to make a sustainable contribution to the organization, so I signed up for a time consuming, but highly visible role: Newsletter Editor. Undertaking the Editor position was difficult, but it forced me to keep up with cutting edge topics in my field and provided me with a purpose for networking with my colleagues. I found it was easier to meet people wearing my "Tech Law Newsletter Editor Hat" - I used the job of soliciting newsletter content as a good excuse to approach people I didn't know personally, but were established in the legal community.

Yet it was still a struggle to get to know people. I found that I would sometimes introduce myself 5 times to a "bigwig" before he would remember having met me before (and say "good to see you again" instead of "nice to meet you"); and I would introduce myself an additional 5 times before some people would remember my name.

I made it a point to attend as many events as possible. After attending many events and eating too many chicken wings and cheese cubes, my persistence paid off and I got to know more people in the technology law community in Atlanta. Recently, I can say I attend these events and know more than half the people there - not bad! I also discovered that, if nothing else, we shared an interest in technology law, and now some of these people I call good friends.

While the networking did not pay off immediately, writing the article had a relatively quick impact. Just a year after I wrote my article, an attorney at Powell Goldstein who read my article contacted me and asked if I would be interested in working at PoGo because she was looking for someone in this area of the law. Prior to calling me, she had asked around to see if anyone at PoGo knew me, and it turns out that my best friend from third grade(!) worked at PoGo and gave me a positive reference. After a long interview process (spanning a few years, since there was no open position at the time), I joined Powell Goldstein. Who knew that a little article would have such a big payoff?

Fast forward several more years . . . I am even more involved in the Tech Law Section (I am the Chair this year), and I still keep in touch with my classmates. So when I was looking for another legal position, I contacted a law school classmate of mine who is a legal recruiter. With my recruiter's help, I got in the door of several law firms with open

Save the Dates...

March 28, 2006

Rabbi Dr. Analia Bortz

Rabbi, Medical Doctor and Bioethicist -
Congregation Or Hadash.

<http://www.or-hadash.org>



May 9, 2006

Barbara Babbit Kaufman

Author, motivational speaker, business
entrepreneur, and biathlete.

<http://www.attitudeisit.com>



July 13, 2006

Dr. Jaye L. Atkinson

Associate Professor with Tenure, Graduate Faculty,
Department of Communication, Georgia State
University. Dr. Atkinson will be speaking on how
women can effectively communicate at work.

http://www.jpwn.org/Atkinson_vita_Nov_%202005.pdf



September 5, 2006

Linda Selig

President of the Jewish Federation of Greater Atlanta

<http://www.shalomatlanta.org/>



Making a Job Change, continued.

positions, and I was fortunate to have an offer from one firm when I was in the middle of interviewing at King & Spalding. Because I had another offer, I needed a response from K&S very quickly. I suggested that my interviewers could quickly and discreetly ask a current King & Spalding Partner about me; someone I knew because he is a regular contributor to the Tech Law Section Newsletter, and we worked together years ago when I was Newsletter Editor. As they say, the rest is history, and I started at King & Spalding last month.

In summary, I suggest job seekers (and really everyone, since you never know when you'll desire to make a job change):

- Become involved in an industry organization
- Keep in touch with your classmates
- Have a long term viewpoint

Best of luck to you as you work towards making a job change.

Suellen

Boychik

by Richard W. Krevolin

A middle-aged American Jew confronts the conflicting emotions that surface after the death of his scholarly father. In dealing with his past, the door opens to his future.

the immigrant

by Mark Harelik

March 15 - April 8, 2006

A touching story that follows a young Jewish couple fleeing Russia in 1909 and ending up in a tiny Baptist community in Texas.

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Turning Downsizing into a Dream Job Quest *By Faye Dresner*

It was only several days after I picked my jaw off the floor and moved past the surprise that I began to realize what a gift it was to be leaving my last job when my position was eliminated. Recognizing an opportunity isn't always easy when it comes disguised as "downsizing." But, that's exactly what it's turned out to be – an opportunity to re-examine what I want to do, what kind of environment I want to do it in, and with whom.

I've been in the job search now for 6 weeks. Having the luxury of a second family income enables me take the time to do what I call an "intentional" search, one in which I am clearly focused on a specific goal. My intent is to land in a job that fits my skills and personality, and allows me to give voice to my values through my work. I've interviewed and networked, all the while paying close attention to my instincts, walking away from one offer already and declining to pursue others when the signals I was getting told me the fit was not good.

So how does one go about doing this "intentional" search that ends in a dream job, very literally, a job that is a vehicle for the expression of one's dreams? I can share some of the strategies I am using:

1. Do a one page mission/vision statement. List what you want to do and what you do well. List the kind of work environment you're looking for and be specific. Then run your mission statement by colleagues or friends who know you to get their reactions. Refine and actively use it as a reality check when you feel yourself being blinded by money, a charismatic interviewer, or other window dressing.
2. Think of the process as iterative and one of self-discovery. You don't have to know exactly what you want to do when you start the search process, but every informational interview, every phone conversation, every casual discussion should bring you closer to zeroing in on where you want to land.
3. Try identifying your skills and looking for a place to use them versus looking for a specific job. Your skills might be transferable to fields or jobs you haven't even considered.
4. Ask specific questions in every informational interview that will help reveal if the field or the organization is really a fit for you. After every interview (whether informational or for employment) go home and compare what you learned with your mission statement. Then ask yourself, "is this a good fit?"
5. Trust your instincts. Use a combination of intuition and intellect, and don't ignore "red flags." If you hear something in an interview that bothers you, and you don't know why, pursue it until you do. Reflect, research and question until you understand the warning sign your "gut" is giving you. Those flags are there for a reason.
6. Most of all, acquire the skill of being patient. Sometimes, it is like peeling back the layers of an onion to get to the middle. Each person you meet, each conversation or interview you have can be another step along the way to your dream job. If you trust your instincts, you'll know when you arrive.

Faye Dresner lives in Atlanta, and is currently on a quest for her "dream job" where she can use her strategic planning, communication, management, program development, and grant making skills. She can be reached for comments or conversation at fdresner@aol.com.



Person, Place or Thing... Announcements

Jodi Hoffman, will be trading in her Home Depot orange apron and heading back to what feels like home, her former client, Cox Enterprises. Her title is Manager, Business Development, and she started on February 3. Jodi can be reached at jodi.hoffman@cox.com.

Renay Blumenthal, had a baby boy, Michael Charles Blumenthal, on January 30, 2006. Michael was born at 3:21 p.m. weighing 8 lbs 7.5 oz and was 21.5" Mom, Dad and baby Michael are doing well. Mazel Tov, Renay!

Sara Kogon, formerly of Westwood One, has started a new company, West 44, LLC, which will provide marketing and sales tactics to small businesses. Sara's new email address: sara@west44.com.

Efficio Radio's Small Business Radio Talk Show, **Real Women - Real Business - Real Solutions** interviewed Stacey Gorowitz, CPA, CEO of S.J. Gorowitz Accounting & Tax Services, P.C., on February 6, 2006. Stacey was requested to be interviewed by Real Women because of the passion, spirit, and soul that she has invested into her company. Sherese Johnson, President and CEO of Efficio, Inc. the producer of the show, said, "We strive to include guests and programs which will enlighten and entertain our audience. Stacey Gorowitz was requested because we know she will provide robust information that our listeners can use."

Ronni Solomon Abramson, formerly an attorney with Powell Goldstein LLP, has joined Applied Discovery, Inc. (owned by Lexis Nexis) as a corporate discovery specialist. Ronni will continue to draw upon her expertise assisting corporations with their global discovery needs in litigation but will now focus exclusively in assisting corporations with their e-discovery issues. New information - 404.215.5465 or ronni.abramson@applieddiscovery.com.

Suellen Bergman, an attorney formerly with Powell Goldstein LLP, has joined King & Spalding, LLP. She will continue to focus on technology law and intellectual property transactional law, and she will also handle matters relating to outsourcing. New information - sbergman@kslaw.com or 404-572-2730.

Sandi Karchmer Solow has been named a Senior Account Executive in the Integrated Marketing Communications group at Manning Selvage & Lee.

Alisa Aczel (Troutman Sanders), Courtney Colbert (Kilpatrick Stockton), Melissa Garrett (Paul Hastings), Dana Glick (Ford & Harrison), Lisa King (Cobb County Schools), Mia Kurgan (Ideaspan), Karen Mishkin (Trimont), Sara Ognibene Loft (King & Spalding), Rachel Pomerance (journalist), Wendy Reiss (of Alston & Bird), Jill Sureck, Shayna Steinfeld (Steinfeld & Steinfeld PC), Deborah Tam (Cobb Pediatric Therapy Services), Lisa Waldman (MD at Emory University), Helen Zalik (Powell Goldstein LLP), Ronni Solomon Abramson (Applied Discovery, Inc.) and Suellen Bergman (King & Spalding) were all selected to be part of the **Anti-Defamation League's Glass Leadership Institute 2006**.