

6 questions with LinkedIn co-founder Konstantin Guericke

By Penelope Trunk

Ms. Trunk is a career columnist at the Boston Globe and Yahoo Finance. This interview is reprinted with her permission from her popular blog, Brazen Careerist. Ms. Trunk will be speaking at JPWN's luncheon event on June 4, 2007.

I noticed that among the [ten ideas for job hunting](#) in my last post, the idea people talked about the most was using [LinkedIn](#). This doesn't surprise me. The promise of [LinkedIn](#) is to make your network work for you, and that's enticing.

But the process of building a network on LinkedIn has always felt very nuanced to me. For example, I can never decide when it's time to send someone an invitation. I feel nervous about it like I am asking someone on a second date – Did the first date go well enough? Do we want to hang out more?

So when LinkedIn co-founder [Konstantin Guericke](#) offered to do an interview with me, I jumped at the chance because I want to be better at using LinkedIn myself.

Here's the interview:

Q: How many connections do I need to make LinkedIn really work for me?

A: Thirty connections is usually enough. But the quality of connections is important — How well the person knows your work so they can make a strong introduction for you.

Q: What makes a connection high quality?

A: Ask yourself what value they can add in an introduction. Your network can include people you work for, people who are working for you, and with you. For example if you're in sales a customer can make an introduction for you.

Quality is also someone with a lot of connections, but you have to look to see if it's a superconnected person or someone who is ardent about building up their connections on LinkedIn."

Q: Why does someone with 500 good connections need to use LinkedIn?

A: If someone asks this person "Do you know someone at Coke," then the work is on the broker [to figure out who in his network would be appropriate]. Or he can say, "Link to me on LinkedIn."

Q: What are some ways to use LinkedIn to get a job?

A: Sometimes the hiring manager you are looking for is three degrees away from you, but the company is two degrees. Also, use LinkedIn to prepare for an interview. Often people have their interests listed. Then you can talk about interests or people you might have in common.

Q: Any other tips for using LinkedIn?

A: Once you have the offer, ask people who used to work at the company but no longer work there – they are free to talk. Also, do due diligence on your future boss by finding someone who used to work for the boss; you can type in the company and title and you might find someone who had the job in the past.

Q: How do I get over the fear of my invitation being rebuffed?

A: Over half the time people say yes.

This should have been my cue to say, "So do you want to connect with me via LinkedIn?" It would have been great. I could have spent all night clicking through his 500+ contacts carefully forming a long term strategy to tactfully leverage this treasure. But alas, I did not ask. Not even the Brazen Careerist can be brazen all the time.



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From the Founder Ronni Solomon Abramson

O.K. I admit it. I am addicted to LinkedIn. I love looking at my LinkedIn home page and finding out who my friends and contacts have recently added to their "Connections." I don't know if my interest stems from my unpopularity in high school, my inner yenta, or some other deep rooted flaw, but I know that I do enjoy finding out who my friends and contacts know and finding out what new people they meet. I like to think it is more about my enjoyment of people and learning more about them.

Now, some of you are thinking, "What is she talking about? What is LinkedIn? Is it a cult?" For the uninitiated, LinkedIn is the leading professional network tool online, used by over 9,000,000 professionals worldwide. The main purpose of the site is to allow registered users to maintain a list of contact details of people they know and trust in business. The people in the list are called Connections. Users can invite anyone (whether a LinkedIn user or not) to become a connection.

I first heard of LinkedIn (ironically from Suellen) about three years ago when I was doing my job search. I did not use the Connections feature but focused on looking for job postings. I think I had one or two connections (Suellen and one other person) and did not have a concept of what that meant. I really did not use it again for another year or so when I went to a networking event. Someone I met there sent me an invitation to join right after the event. When I received the invitation, I thought to myself, "what a simple way to follow up with someone!" Then, upon accepting the invitation, I realized I could see all of the people listed in his Connections and vice versa. I saw several people on his list who were friends of mine who I then in turn promptly invited to connect directly with me. I was hooked. I then applied its amazing feature of automatically analyzing my outlook contacts to determine who is already using LinkedIn so I could send additional invitations. And I used the feature of connecting with former colleagues and former college and law school classmates and caught up with some old friends. Through this process, I quickly added twenty or so connections and have steadily built up since then to over 100.

These connections have helped me personally make contacts in my industry and helped others (including JPWN women) who have called me and asked me to introduce them to someone on my connections list.

Here are some stats about the effectiveness of LinkedIn gleaned from http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html:

- People who use LinkedIn and have more than twenty connections are thirty-four times more likely to be approached with a job opportunity than people with less than five.
- The average number of connections for Harvard Business School grads is fifty-eight.
- All 500 of the *Fortune* 500 are represented in LinkedIn. In fact, 499 of them are represented by director-level and above employees.

Moreover, one recent news story revealed there are over 700 VPs, over 140 CTOs, and over 500 CEOs using LinkedIn.

So why have I dedicated this column to LinkedIn? I think that LinkedIn can help JPWN members network more effectively. And to further that goal, I am happy to report that JPWN is an official Group on LinkedIn. This means that if you are a member, you now will have the ability to find all the other members from JPWN who use LinkedIn by clicking a link on your LinkedIn home page. You will not only know who the JPWN members are, but who they KNOW. You will also be able to find out every single time they make another connection on LinkedIn. What the JPWN Group does is greatly expand your network of people.

I would encourage all members to sign up for LinkedIn (its free) and then join the JPWN group. If you are a JPWN member, you should have received an invitation by email to join the JPWN group. If you need us to resend it, please let us know. You should also know that the JPWN Membership Directory will also identify all of the members who are using LinkedIn so you can easily discern who is in LinkedIn and who is not.

I hope you will use this great service. Please let me or Suellen know if you have any questions. Happy Networking!

Ronni

Financially Sound: Protecting Your Assets As You Age

By Emily C. Sanders, CPA

As the kids leave for college and begin their adult lives, the thoughts of many women turn to their aging parents. Millions of baby boomers currently assist their parents with their finances. Complicating matters, many boomers must manage their parents' financial affairs long distance.

While the "Greatest Generation" who lived through the Great Depression and World War II has a reputation of being prodigious savers, the reality is that many live on a fixed income of Social Security or a small pension. Besides the home, they have few assets.

Having 'The Talk'

The first step to helping your parents involves just talking to them. This should occur before a crisis, like an illness or death of a spouse. Some parents will welcome the conversation. Others may become defensive out of fear of becoming dependent or losing control, or they simply may be reluctant to burden you.

You should find out what your parents' needs and goals are now and for the future:

- Are your parents able to pay their bills and taxes on their own or do they have a tax preparer?
- Have they prepared an estate plan, and can they locate all of the necessary documents (wills, trusts, charitable vehicles)?
- Have your parents purchased long-term care insurance and, if not, should they?
- Can your parents live independently or do they require home care? Should they consider community living, such as an independent or assisted living facility?
- Do your parents have a living will and medical power of attorney?
- Have your parents protected their assets, and do their investments generate sufficient income?

In this planning process, your parents must decide who can act on their behalf. While parents are generally uncomfortable playing favorites, they should still select one child with the skills to perform certain critical roles under a medical power of attorney or as an executor of a will. When multiple parties are responsible for the same task, the process can slow down to the detriment of the elderly parent.

Personal Data Records

After talking with your parents about their plans, the next step is creating a personal data record to compile important information. The data record should contain the following:

- **Financial information:** banking and investment account information, real estate holdings.
- **Legal information:** wills, durable power of attorneys, health-care directives.
- **Funeral and burial/cremation plans:** prepayment information, final wishes.
- **Medical information:** health care providers, list of medication, medical history.
- **Insurance information:** policy numbers, company names, toll-free phone numbers.
- **Location of important records:** keys to safe-deposit boxes, real estate deeds.
- **Financial advisor information:** contact information for any professional service providers.

Continued on page 4

Be sure to make copies of all documents and keep them in a central place where they are readily available in an emergency. Financial advisors have seen many instances where legal or financial documents had to be faxed to a service provider to have critical information released or quick action taken on an important issue.

Supplemental Income

Once assessed, you may determine that you need to help support your elderly parent with a monthly stipend or by paying for legal fees or insurance coverage. While these financial arrangements are not uncommon, many people are understandably embarrassed at accepting help from their children, so these arrangements are often kept private.

Long-Term Care Insurance

Long-term care insurance (LTCI) provides coverage for extended care, in your home, an assisted-living center, a hospice facility or a nursing home. From a financial perspective, LTCI is asset protection. If something were to happen to you tomorrow, would you have enough funds to pay for care? What happens if the money runs out and care is still needed? What's the impact to your spouse or to the family? What if this "something" happened 25 years from now?

Do you have enough saved to fund your lifestyle for those healthy 25 years as well as pay for long-term care when the costs will be far greater than today? It's not *if* but *when*, because with longevity comes a decline in health.

Long-term care insurance not only protects your assets, it protects your lifestyle. Advances in medicine have almost doubled the average lifespan over the last century and that increased lifespan means we are more likely to need some care during our lifetimes.

Can you self-insure? Yes, if you have at least three million in mostly liquid assets. But anyone with assets between \$200,000 and \$3 million are candidates for LTCI. It goes back to that "living longer" issue. It makes sense to include LTCI in your financial plan to hedge that probability at least in part.

Beyond protecting your lifestyle, long-term care is a way of protecting your financial assets and your children's inheritance. Just as you manage your stock, your 401-K and your IRAs, a good LTC policy must be an integral part of your financial portfolio.

Medicaid Provisions

If your parents or widowed parent have under \$200,000 in assets, including a home, and have little or no retirement income other than social security, they may be a future candidate for Medicaid, a federal entitlement program administered by the states.

Eligibility requires, among other things, that the person have no more than \$2,000 of assets in their name within the last five years. Your elderly parent may consider gifting all assets to adult children if Medicaid coverage (eg., nursing home care) is envisioned five years hence and no LTC Insurance policy is in place.

Identifying Additional Help

If you are unable to personally care for your parents, you may want to hire a geriatric care manager (GCM). Generally, these professionals are trained as nurses or social workers and have experience in geriatric care. While fees can run as high as \$100/hour, GCMs can assess your parents' ability to:

- Live independently.
- Recommend home health care.
- Coordinate round-the-clock care.

You can also seek out the services of a financial planner or CPA who has received specialized training in elder-care services and who can marshal resources from various disciplines. Helping your parents with their financial affairs is challenging and time consuming, but it is ultimately satisfying when you secure your parents' future.

Emily Sanders, CPA, is a JPWN member and President & CEO of Sanders Financial Management, Inc. She can be reached at (770) 448-5111 or esanders@sandersfmi.com.

Save the Dates for These Upcoming JPWN Luncheons:



May 9, 2007

Mona Diamond

The topic of Ms. Diamond's talk will be "A Jewish Woman In A Turkish World." Event to begin at 11:45 am at King & Spalding LLP, 1180 Peachtree Street, 16th Floor, Atlanta; Price is \$20 members or \$30 non-members. Questions? To RSVP, email info@jpwn.org.



June 4, 2007

Penelope Trunk

Penelope Trunk is a career columnist at the Boston Globe and Yahoo Finance. Her syndicated column has run in more than 200 publications. Her forthcoming book is *Brazen Careerist: The New Rules for Success* (Warner, May 2007).



September 6, 2007

Connie Glaser

"An Upbeat Look at Differences in Communication Styles between Men and Women and Strategies for Women to Become Even More Effective Communicators."
www.connieglaser.com/AboutConnie.html



January 16, 2008

Gail Evans

Ms. Evans is a former Executive VP of CNN, from which she retired in 2001. A workplace diversity expert, Evans is the best-selling Author of *Play Like A Man, Win Like A Woman* and *She Wins, You Win*.



Tickets anyone?

Do you want to see Broadway shows in Atlanta with other JPWN women? Email info@jpwn.org and let us know if you are interested. If we have more than 20 people, we can get discounted rates on tickets.

Featured Jewish Professional Woman 15 Minutes with Belinda Morris

Belinda Morris is our 8th featured woman and a JPWN member. Originally from England, she moved to the United States when she was very young. Belinda lives in Alpharetta with her 3 daughters, Jacqueline, Alexandra and Lydia, and 4 dogs. We took some time getting to know Belinda better.

Q: What was it like to move to the United States and why did you move to Atlanta?

I moved from England to the US when I was twelve with my parents. It was a tough time to move, being a pre-teen and unaware of the customs. I definitely didn't come into my own until I went to college and could "reinvent myself." I have lived in Atlanta for 19 years. I moved here because my fiancé was moving to Georgia at the time.

Q: What did you do before your previous job and what do you do at your current company, Navigant?

I was always good with numbers. I was a stockbroker after college, but didn't like the sales side, so I moved to investment banking. I liked digging down into the numbers instead of selling the numbers. So this moved me into the valuation field. At Navigant, I am an Associate Director in the Valuation Services Practice, which means that I value companies and their assets. I work with all kinds of companies – everything from small companies, such as a solo practitioner physician, to large, multinational public companies. I have an MBA in finance and I am also a CPA and accredited in business valuations. My company, Navigant Consulting, does not have an audit practice, so it does not have some of the conflict issues that the big accounting firms have due to the Sarbanes Oxley rules. Also, I have been a CFO of an investment banking firm, so I've been on the "other side" in terms of operating a company. I let my clients know I've been in their shoes.

Q: What do you like best about your job?

I love understanding what makes a company tick - how a company works and how it operates. I also enjoy getting to know the people in management.

Q: You balance being a mom and being a professional by working part time. How did you work out that arrangement?

I have worked part time since 1993 – ever since I had kids I have managed to carve out a niche for myself part time. In this industry, I was a pioneer in that respect. People hadn't done it before in Atlanta. KPMG, where I was working when I started having children, did not have a part time option (at the time, none of the big accounting firms offered a part time option). I got lucky because Coopers & Lybrand was starting up a new Valuation Services practice in Atlanta. I told Coopers & Lybrand I only would work part time; they were willing to give it a try, and we made it work because they were looking for people with experience. They hired me as a consultant initially, but after a couple months, they decided it was going to work and hired me as a part time employee.

Q: How did you first get interested in Judaism?

When I went to college I was a little sister at AEPi and most of my friends were Jewish. Then getting engaged and married got me more involved. I converted a couple years after I got married and before my kids were born. Most of my college friends were Jewish – it just happens to be where I ended up.

Q: What motivates you to be philanthropic?

I like giving back and I feel lucky for everything that my family has. There are so many people who are not as fortunate as us. I think it is important for those who are blessed to have good careers and are in a good situation to help others who are less fortunate. I probably tend to focus on things in the Jewish community. In part this is because when I moved to Atlanta, everyone in the Jewish community was so welcoming to me. Thus I got involved in the Jewish community on a volunteer basis, and that's where I tend to direct most of my philanthropic giving. Some of the other areas that we donate to philanthropically are to non-profits that work with kids – such as the Girl Scouts.

Q: What organizations are you volunteering with?

I am the Treasurer at The Temple. I am also on the Board of Trustees of the Atlanta Chapter of the American Jewish Committee, I'm Co-Chairing AJC's Berman Leadership Institute this year, and on the national level I am a Member At Large on AJC's national board. I am involved in Federation as well; I'm on the Board of Trustees, and I Co-Chair the allocations committee for the Former Soviet Union. In addition, I am involved in the Girl Scouts. Growing up in England, I was a Girl Guide (similar to Girl Scouts here). Currently I am a troop leader for two troops and on the Advisory Board for the Girl Scout Council of Northwest Georgia.

Q: What advice do you have for other women who want to take on more activities but feel pulled in a million directions?

I think you have to really decide what areas you enjoy working on the most, but also have the ability to say no. It's too easy to say yes to helping out with all kinds of projects, because they are all worthwhile – and you often feel guilty about saying no. For me the priority is my family. I try to be out at a meeting only one night during the school week – after that if there is more than one meeting scheduled – then I just pick the one that's the most important. You just can't do everything.



Top 10 ways to clear the air and save money

By Ellen B. Macht

Did you know that this month signals the start of smog season? Although air pollution is a year-round threat in our area, May through September is the time we are more likely to have days with unhealthy levels of air pollution. Last year was the region's most active smog season since 2002, with 30 days when pollution levels put some or all of us at risk.

Together, we can make a difference in the air we breathe. The Clean Air Campaign® has compiled a list of 10 things you can do right now to help clear the air. Each is an easy way to save money and reduce pollutants released into the air, which will make us all breathe a little easier.

1. **Combine errands** – Take that handful of small trips and create a one-trip adventure.
2. **Change your light bulbs** – Here is a bright idea: Replace regular light bulbs with energy-efficient compact fluorescent bulbs.
3. **Keep your car in shape** – Get regular tune-ups, keep the tires properly inflated and change the air filter for better gas mileage.
4. **Buy cleaner and greener** – Energy Star® appliances use less energy and save money. Learn more about these and other air-friendly products at greenerchoices.org.
5. **Play in the dirt** – Add a twist to your exercise regimen and ditch the gas-powered mower for a push model or replace the leaf blower with a rake.
6. **Take an air-friendly outing** – Eliminate the hassle of traffic and parking for concerts and sporting events; transit can be a fast, inexpensive alternative.
7. **Don't idle** – Walk inside the restaurant instead of using the drive-thru or turn off your car while you wait to pick up the kids at school.
8. **Take a bike ride or walk** – Replace short car trips with another great way to invigorate your exercise routine and keep pollutants out of the air.
9. **Let someone else do the driving** – Carpool or vanpool and save money and wear and tear on your car. Call 1-87-RIDEFIND to find a carpool partner or a vanpool in your area. Share the ride.
10. **Skip the drive entirely** – Teleworking one or two days can save an average of 72 hours each year, not to mention hundreds of dollars. Chances are you'll be more productive too.

For more ideas, and to sign up for Smog Alert emails, please go to cleanaircampaign.com.

Ellen B. Macht is the executive director of The Clean Air Campaign, a nonprofit organization whose mission is to motivate Georgians to take action to [improve air quality](#) and [reduce traffic congestion](#). Ellen is a member of the Jewish Professional Women's Network.



Yom Huledet (Birthdays)

Phyllis Stallman
Marcy Bass
Marilyn Feingold
Lauren Alexander

May 4
May 16
May 16
May 26

Sharon Silvermintz
Cheryl Haas-Goldstein
Elisheva Kaiser-Blueth
Fran Levine

June 2
June 12
June 24
June 24



Person, Place or Thing... Announcements

Women in Transition: Have you been thinking of going back to work? If you're currently looking or even just thinking about it, this comprehensive workshop is for you! Date is Saturday, May 5, 2007.

Click http://www.jfcs-atlanta.org/services_career_workshops.asp for more info.

Marilyn Pearlman's public relations firm, Pearlman Associates, Inc., just celebrated its 30th anniversary.

Shari Dollinger, formerly Assistant Director of The Donor Forum, has just accepted a position as Associate Director with Christians United for Israel, where she will focus on mobilizing Evangelical Christians on behalf of Israel. Shari can now be reached at Shari@CUFI.org. We wish Shari much luck in her new endeavor!

Stacey K. Geer has recently joined Mueller Water Products as its Associate General Counsel. She was previously the Chief Securities Counsel at BellSouth (which was recently acquired by AT&T Inc.). We wish Stacey much luck in her new position!

After 21 years at BellSouth, **Marcy Bass** is taking some time to decide what the next phase of her life will be!

Jessica Strauss-Hurwitz of JS House Design, renewed vows with her husband, Brett Hurwitz, under the chuppah on Sunday, March 25. The ceremony was officiated by Rabbi Hillel Norry of Congregation Shearith Israel. Family and friends from around the world joined the couple at the Grand Hyatt in Buckhead to witness their ceremony and to celebrate with them at a brunch reception that followed. Following celebratory trips to the Florida Keys and South Africa, the couple resides in Dunwoody.

Mazel Tov to **Shelley Margulies Gordon**, who gave birth to Levi Myles Gordon, 6lbs, 12 oz, 20.25 inches long, on February 22, 2007.

JPWN congratulates several Jewish Professional Women who are being honored on May 16 as Women of Achievement by the Jewish Federation of Greater Atlanta for volunteering their time and talents to various charitable Jewish organizations:

Pamela Gold Alexander - Jewish Arts & Culture

Sara Kogon - Jewish Federation of Greater Atlanta, Young Leadership Council

Marilyn Pearlman - American-Israel Chamber of Commerce, Southeast Region

Fran Travis - National Council of Jewish Women, Atlanta Section

Mazel Tov to **Flora Rosefsky**, who celebrated her 45th wedding anniversary on February 11, 2007! Flora is a professional artist, and her artwork will be at the Swan Coach House Gallery which is part of The Atlanta History Center's complex in Buckhead on West Paces Ferry Road. The show, "Constructed Images: The Art of Collage," is curated by Marianne Lambert. The show opens with a reception on May 3 and runs through June 16, 2007.



Levi Myles Gordon

Jodi Hoffman wanted to pass along information about two condos that are for rent or sale. After reading the below, if you'd like more information, Jodi can be contacted at 404.964.3762 or jodi.hoffman@comcast.net for more details.

Perimeter-area: Large one bedroom and sunroom/office. A corner unit with crown molding, exotic hardwoods, breakfast bar, dining Room, walk-in closet, and washer and dryer included. Kitchen has upgraded ceramic tiles, matching tile backsplash, and bathroom has upgraded ceramic tiles, tiled shower, and an upgraded garden tub. Deeded underground parking space. Community has pool, gym and elevator, and gated. Minutes from 400 and 285.

Buckhead: Great condo on Lenox Road in park-like setting. Large one bedroom, top floor, fireplace, balcony, bamboo hardwoods, breakfast bar, dining room, walk-in closet, washer and dryer included, deeded underground parking space. Lenox Square Mall and Phipps Plaza are nearby. Convenient rear access gate for residents opens to shopping center next door for easy access (walking distance) to restaurants, boutiques and services like spas and dry cleaners. Swimming pool, clubhouse, fitness center and lighted tennis courts on-site. Gated entry with guard; controlled access building and parking garage.

We welcome your announcements, job postings, achievements, etc. and would love to kvell with you. Please email us at info@jpwn.org.