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## 2018 Gen Now Retreat: Nov. 2-4 Record-setting registration!

The countdown is on for the 11<sup>th</sup> annual DLE retreat.

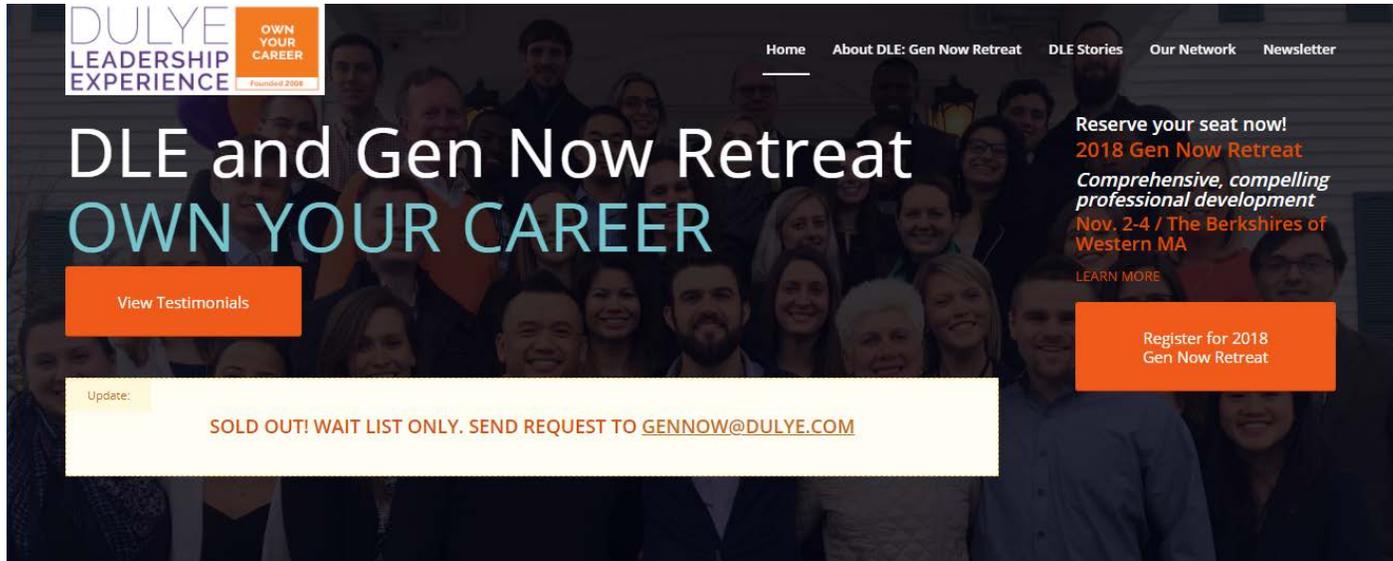
More than 45 young professionals from across the US will meet for an immersion weekend of conversation and comradery with each other and amazing faculty rock stars. Participants gain new skills, an expanded network and an action plan of commitments to achieve 2019 professional and personal goals.

Full coverage of this year's largest ever DLE retreat will appear in the November issue of **Community Connection**.



## The Priceless Dividends of Networking

It takes time, energy, sincerity and a dash of confidence—but networking works. The “sold out” message appearing now on our DLE home page is testimony.



Since last Spring, details about the upcoming Gen Now Retreat have been widely shared—live and virtually—with the goal of building awareness and registrations. Our marketing campaign, however, stepped up after Labor Day, when summer vacation plans slip from being top-of-mind.

The campaign fuel has been personal outreach. DLE alumni around the country have generously given their time to make phone calls, send personal emails and hold face-to-face conversations about the program. They have shared their passion for the program and its impact on themselves, personally and professional. Come and see how the retreat “can be the great opportunity you need to jump start next stage in your career,” was the invitation aired by multi-year alum Marcus Coleman, an advisory associate with FS Investments, in his direct connections.

I reached out as well. As someone who subscribes to the power of presence, I set a goal of expanding my network daily by at least one new connection. My action plan was simple and concrete: *stop routine, step out in new ways.*

Here are a few things that I did:

- **Joined a new professional organization.** Within a week of doing so, I invited the president to meet for coffee so that I could hear directly from her about the group’s mission, members and goals. After learning about the organization’s newsletter, I asked if I could submit an article about the Gen Now Retreat. Request granted!
- **Made the most of my surroundings.** The Berkshires, where I live, ooze with activities by civic, cultural and business groups. I added to my weekly calendar at least one lecture, concert or special event--and attended. Arriving 20 minutes early enabled me to meet new people and exchange business cards.

- **Got untethered.** I left my phone in my car before heading into my favorite coffee shop, where there's a guaranteed line for java orders. No longer tempted to text, I actively used the wait time for making small talk with the person behind me.

The results? Dozens and dozens of new contacts. Many provided a big boost to our marketing outreach by sharing the DLE website link or Gen Now Retreat brochure with a friend. Others made a direct introduction for me with a colleague whom they felt “would be interested” in sending employees from their company. In many cases, those referrals led to registrations. Equally exciting, several new contacts have become friends.

Networking through the members of our DLE community contributed to this year's record-setting DLE retreat. With 46 registrants, our 11<sup>th</sup> year is our biggest ever!

More dividends of networking are highlighted in this issue of **Community Connection**. Use these tips and stories to make the most of your next opportunity.

Seize your best and soar!



*Sharing the love with Adele*

## DLE SUCCESS TIP: SHOOT YOUR SHOT



*Jane Hong*

### **Jane Hong**

*DLE '15, '16*

*Producer of Special Projects, ATTN*

In this video, DLE alumna **Jane Hong** reveals how her DLE experience has contributed to her professional and personal success. Jane advises to “shoot your shot” by seizing opportunities to learn from others.

Here's her story:

<https://www.dropbox.com/s/jxm4v4x3clycsbx/JANE.mp4?dl=0>

## Networking by the Numbers

By Danielle Waugh



*Eddie Walter*

[Eddie Walter](#), DLE '13, knows numbers. As an Associate at the global investment banking firm [Jefferies](#) in New York City, he runs numbers in Excel sheets to conduct financial analysis. And when it comes to networking, he is hitting numbers and goals to take his career to the next level.

Eddie, a Syracuse University graduate, found himself at [JPMorgan Chase](#) after college. Like many business students, he went through a recruitment process and landed an internship, which later transitioned into a full-time job.

"I loved the company, but I wasn't loving my role," says Eddie. "That's when I started networking like crazy."

Eddie found getting a second job in the financial industry can be harder than getting the first. "The toughest part is that these companies have rigorous internship programs that feed into their full-time hires," Walter explains. "If you don't get your foot in the door right away, it's really difficult

to find yourself in a competitive position."

By the numbers, here's how Eddie used his network to land his next position:

- **100+.** The number of people he spoke with. Eddie started with his Syracuse University network, people he knew would be welcoming toward him. He'd then ask, "Do you know someone at this place or that place?" Eddie advises meeting with a diverse group of people, some with 20-30 years of experience, some the same age or even younger than you, since "getting different points of view can be valuable."
- **90%.** How many of his informational interviews were face-to-face, often over coffee or drinks after work. While it's easier to send an email or make a phone call, Eddie feels nothing beats in-person interactions.
- **30 minutes.** The average length of his networking meetings. "Have questions prepared and have a game plan—but be ready to act on a whim and be yourself," he suggests.
- **24 hours.** How soon he would send a follow-up message, thanking the person for meeting with him. Eddie would recap key points from the conversation and use that as an opportunity to ask about anyone else he could be introduced to. "It's almost a 100% response rate."

After a few months of networking, Eddie landed his second job. A contact a year older than him connected him with the hiring manager at Jefferies. He is now four years into the job and about to start a new role within the company. And, while his networking has slowed, it hasn't stopped: "the financial industry can be volatile, so you have to always keep that burner on."

## How I Found my New Position Across the Country

By Maple Chen



Maple Chen

*Maple Chen, DLE '11-'17, initially joined the DLE in 2011 during his junior year at Syracuse University and has been coming back every year since. He recently joined a real estate investment firm, Accord Group Holdings LLC in San Francisco. He previously worked at Resource Real Estate for two years as an Acquisitions Associate in Philadelphia and FBR Capital Markets for three years at its Real Estate Investment Banking Group in New York City.*

*Maple is excited that he will be working on international transactions with clients from Europe and Asia, as his goal in moving to the West Coast was to shift his focus to Asian markets. As a Shanghai native, his long-term goal is to work on China-U.S. business. His latest move brings him one step closer. In addition, Maple is a fan about the outdoor lifestyle in the Bay Area, where he enjoys hiking and biking.*

*In his column, Maple shares his tips on job searching and networking for a cross-country move.*

### **Tip 1: Leverage your existing network.**

As soon as I made the decision to move to the Bay Area, I didn't go on all the job sites and mindlessly apply for jobs. Instead, I went on my LinkedIn page and reviewed my existing connections who were currently in the Bay Area or previously lived there. Using my existing network, I was able to schedule three interviews during my first trip to San Francisco within a month. As it turned out, one of the partners at my new company used to work with my former boss. The industry is much smaller than you think, which reinforced how important it is to leave a job on good terms. You never know what will come around in the future.

### **Tip 2: Ask for help.**

Everybody needs some help during the job search, especially when moving cross-country. I don't think I would have been able to find a new job so quickly without the help from my friends and colleagues. But, I think I could've done it faster if I asked for help right away. I hesitated before speaking to my former boss, who used to live in San Francisco. I kept giving myself excuses that he was too busy, or I was not a good enough worker for him to make the referral. It turned out that he was very glad that I reached out. He really appreciated everything I contributed when I was worked for him and wanted to find a way to thank me. This was a turning point in my job search process. With his validation, I felt more confident presenting myself. I was able to set up interviews much faster.

### **Tip 3: Believe in yourself.**

If you set a goal, stick to it and believe in yourself. Once I started networking for new job opportunities in the Bay Area, people kept telling me how difficult it is to find a job in real estate since it has such a tech-driven market. People also told me how rare it is for firms to hire someone out-of-state because they don't want to pay for relocation costs. Also, I was told I was probably better off quitting my current job and moving to the Bay Area without a job. Although I felt many odds were against me, I believed in myself and stuck to my game plan. I found a job at a real estate investment firm with a global presence and negotiated my compensation package to include relocation. One side note: I do believe it is important to re-evaluate your plan every few months based on your job search progress.

## What is one thing that you do to keep your professional brand polished?



### **Amanda St. Hilaire**

*Investigative Journalist at Fox 6 Milwaukee*

When I was in college, I thought a “personal brand” was an image you came up with in your head and presented to the world with well-crafted social media posts. Through my job as an investigative reporter, I’ve learned that “brand” is just a fancy word that describes how you communicate your values, your work, and your worth. Having a strong brand often requires committing to living those ideals in all aspects of your life, not just in professional settings. A co-worker once joked that if my own mother were accused of doing something wrong, I would be the first to say, “Well, we have to do the story.” The mindset my co-worker was describing is a conviction, but the fact that he noticed means I’m effectively communicating that conviction as part of my brand.

In my view, social media is only a small part of branding. Word-of-mouth is key, so “manufactured” brands that aren’t truly *you* won’t work. Your interactions with others speak volumes about who you are, which is why the podcast I launched with my co-workers at my last TV station a few years ago was such an effective form of brand communication. We were able to share more of who we really are, and that resonated with listeners and with viewers.

I believe the best way to be tough is to be fair, and I try to communicate that in as many aspects of my life as possible. When I present a story to the public and make social media posts, I include as much nuance as I can. I show the process I went through to dig through records and fight for information. If I make a mistake, I own up to it. If I’m frustrated with something, I share it. If I’m excited about something, I don’t hold back. I’m a big nerd, a tenacious fighter, and a huge softie—I let people see that combination. Often there’s an instinct to gloss over something that’s unpleasant but sharing those parts of you and parts of your process will show others you’re authentic. Most people have decent BS meters, and they won’t trust your brand if they feel any part of it is fake or sugar-coated.



### **Marc Lomasky**

*Attorney*

In the law industry, keeping your professional brand polished is essentially a requirement. From an educational standpoint, I am required to take Continuing Legal Education (CLE) courses to stay up-to-date on the latest developments of law. I take these classes to heart and really invest time to ensure that I know all of the latest developments.

From a strictly business standpoint, I, as a lawyer, am in the client service business. In order to understand my clients’ needs and expand on my clientele, I constantly check my LinkedIn profile to see other people’s career updates, and I stay involved with my alumni community to network. I really think LinkedIn is an extremely valuable tool for networking. I also have found that giving back to my university alma maters (both undergrad and law) have served me well and have given me a strong platform for networking.



**Lawrence Siegel**

*Senior Strategy Analyst*

*NYC Citywide Administrative Services*

The interesting thing about working in New York City government (which has more than 300,000 employees and is about the size of the population of St. Louis) is that there are people with many different backgrounds, expertise and perspectives. When I approach someone at work, I try to think about a quote from Thomas Jefferson (also employed by Joe Biden): “Nobody is better than you, and you are not better than anybody.” This is important because New York City is filled with experts in policies and processes that I am interested in learning about and need to employ to do my job better.

What’s helped me is that I treat people with respect and view meetings and conversations as chances for me to learn about my colleagues. I also anticipate that their priorities may not be my priorities. I would like for my brand to be known as someone who is always willing to learn and is open to feedback, as well as someone who treats people with respect and reverence for the expertise they bring.

## Tips for Staying Active in the Cold

By Tuan Nguyen

It's hard to stay motivated to be active when the temperature drops. Curling up on the couch with a cup of tea, a blanket, and a show to binge-watch on Netflix is often more appealing than getting outside and working out, or even leaving the house at all.

Don't let the chilly temps deter you! Working outside during the winter is actually great for your fitness goals. Your body will have to work slightly harder to regulate your temperature, and you'll burn more calories as a result. You'll also get more vitamin D, something most people in colder climates don't get enough of because they spend less time in the sunlight. Low levels of vitamin D can have a negative impact on your mood and energy levels, so getting the sunshine vitamin can help you stay alert and uplifted during a time of the year when many people feel the opposite.

Here are some great ways to stay fit outside when the temps are less than ideal.

### Take a hike.

Hiking doesn't always have to take place in the summer months. In fact, depending on where you live, hiking is even more beautiful in the fall. Just be sure to bring the proper safety equipment with you.

### Rake leaves or shovel snow.

Re-frame these boring tasks as a way to work up a sweat and sneak in some exercise. While these chores are not always enjoyable, think of them as a bonus calorie-burning session. When you see how quickly you warm up, you may feel inspired to try some other cold weather outdoor exercises.

For a bonus, break up the task with some squats, planks, or burpees!

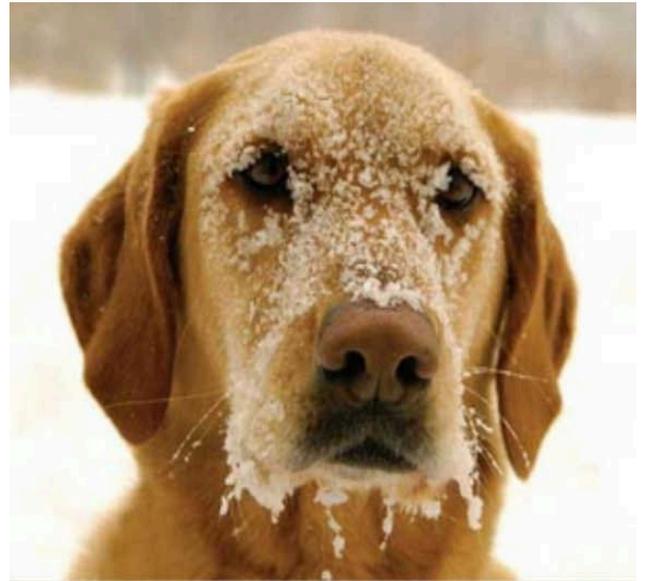
### Try a winter sport.

Sign up for a league hockey team or take speed skating lessons. These winter sports are huge calorie burners. By trying something new, you can experience the bonus of meeting new people and getting out of the house! If skating isn't your thing, try cross-country skiing or snow shoeing. Both activities are a great way to reconnect with nature, which also gives your mental health a boost.

### Hit the ground running.

While many runners hit the treadmill (known fondly as the "dreadmill") in the colder months, don't be afraid to bundle up and get outside on milder days. Whether you are a new to running or a seasoned marathoner, running through the winter can help improve your endurance so you perform better in the spring race season. Running is a quick way to get warm when it's cold outside. Give it a shot, and you may find that you like it!

If trying something new doesn't interest you, stick to what you know and continue with regular outdoor exercise. Whether you enjoy running, workouts in your local park, or power walking on your lunch break, these activities can all be done during the fall and winter. Other than wearing a few extra layers, doing burpees in snow isn't that different than doing burpees in lush grass. Just look out for ice!



Whatever you do, don't forget to hydrate properly: before you start to feel thirsty. Your thirst may not be as evident in the cold, but that doesn't mean your body doesn't need water. Also, remember to dress for weather that is about 10 degrees warmer than it feels. It's a good idea to wear layers and clothes with pockets where you can store gloves and a hat.

With the right activity and the right gear, you may find that you, too, can become “one of those people” who exercise outside even in the coldest of months. You'll soon realize that the key to fitness during the summer months is to stay consistent year-round. Get out there and crush your goals!

## WELCOME TO THE DLE COMMUNITY

### Continuing a Hometown Legacy



#### **Morgan Maier**

*DLE intern, Community Connection Correspondent and Syracuse University undergraduate*

Joining the **Community Connection** editorial team is Morgan Maier, a freshman majoring in journalism in the Newhouse School of Communications at Syracuse University. Morgan takes on the role of program intern—helping to plan and develop content for the newsletter and DLE social media, working closely with editor Mary Gallagher and founder Linda Dulye.

A testimony to the power of networking, Morgan was selected by her high school leadership to receive the 2018 Raymond J. Dulye Memorial Scholarship, which Linda Dulye has awarded at her Valley Central High School alma mater since 1995 to honor her father. Coincidentally, Morgan shares the same academic major at the same university as Raymond Dulye did during his undergraduate days! (Linda bleeds Orange as well.)

Morgan is from Montgomery, NY—a village that borders Linda's hometown of Walden, NY. She enjoys reading, writing and the sports world. She loves watching and reading about basketball, baseball, and football at both the professional and collegiate level. She is also an outdoor enthusiast who especially enjoys hiking with her pooches (Paco and Harley), camping, and white-water rafting.

## QUICK TAKES



#### **Ken Pouliot, DLE '11, '13-'15, '17**

#### **Charles Lerner, DLE '14, '17**

Ken, longtime DLE faculty member, and Charles recently ran into each other at the NOMAD hotel in New York City! Charles was with his girlfriend, who was curious about how he knew Ken and why they were so excited to see each other. Charles explained it was the power of the DLE!

Ken is the Chief Revenue Officer at Percolate, and Charles is founder of Philanthropic Broker and Engagement Coordinator at Tao Cares.

**Ken and Charles will reunite in the Berkshires on Nov. 2-4 at the 2018 Gen Now Retreat!**

#### **Rochelle Ford, DLE '17**

Rochelle received a position as Dean and Professor of the School of Communications at Elon College. Also, in September, she presented at the Arthur W. Page Society's Diverse Leaders Program, held in the Berkshires.





**Alejandra Avina, DLE '15**

Alejandra was recently accepted to Chicago-Kent College of Law at Illinois Institute of Technology. She will begin her studies in August 2019. At present, Ale is working in Tequila, MX establishing a non-profit foundation for the Cuervo Tequila Company.

**Olivia Schneider, DLE '17**

Olivia recently began graduate studies in graphic design at the Vermont College of Fine Arts.



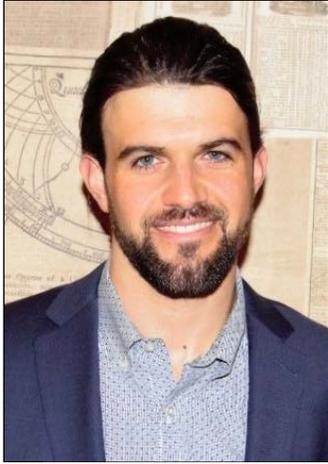
**Katie Walpole, DLE '10-'11, '12, '16**

Katie has been promoted to Senior Management Analyst with the Clark County Manager's Office/Administrative Services in Las Vegas. As part of her new responsibilities, she will co-lead planning for the 2019 National Association of Counties Conference. The conference takes place July 12-15, 2019, and 3,000 - 5,000 attendees are expected.

**News to Share?** Have you started a new position, traveled an amazing trip, read a great book, accomplished a personal first or volunteered for a memorable cause? Tell the *Community Connection* team. Contact us at **DLE!**

## Exploring Opportunities Within the Gig Economy

By David Bell



David Bell

*Is the Gig Economy a fit for me?*

It's a question worth considering, especially with opportunities expanding on a daily basis and relatively small barrier for entry. A recent McKinsey study showed that up to 162 million people, or 20-30% of the working-age population in Europe and the United States, engage in some form of independent work. For the purpose of this article, the gig economy refers to projects and tasks that are performed or rentals that are offered independently and on-demand. Everything from rentals of your living spaces and belongings to performing general tasks and completing complex projects is available.

How do you determine if the gig economy presents opportunities that are a good fit for you?

Here's brief guide to help you out.

### **What services, belongings or skills do I have available?**

The first thing to consider is where can you potentially offer solutions to others. I recommend writing out a list. Start with the more general guides, like if you have living space available on certain dates and times, and narrow down based on prior work experience or schooling to specialties that fewer people can offer. Examples include photo editing, website design and data analysis.

### **Am I interested in additional opportunities to provide these services?**

The second point to consider is if you are willing to provide these services. Some people are comfortable offering their apartment for a temporary rental and others are not. Others may prefer doing house cleaning in-person, or coding online. It depends on what you are comfortable with. Uber and Lyft require both a vehicle and your time, Airbnb requires a living space for rent or sharing, and coding requires time online. The best fit for you depends on what you're willing to commit.

### **What's in it for me?**

The final consideration is if the opportunity is worth your involvement. The primary motivation can be money, but there may be other reasons to be a part of the gig economy. Consider if there are opportunities to learn new skills you are interested in, meet new people or have a more flexible schedule. Gigs offer a chance to supplement income if you have a full-time job or may be combined with others for a flexible work schedule.

### **How do I get started?**

Take a realistic consideration of the benefits and risks. There are no set hours to project-based work, so it allows for a lot of freedom. It may be best to begin gradually without quitting your current job or leaving school. If additional freedom to pursue other activities, careers or passions without set hours is your goal, then multiple project-based platforms may be a strong fit. If supplemental income to a career with set hours is your goal, then it may be best to start one opportunity at a time.

### **Learn and practice**

Hone your skills in the technologies that employers are looking for. You'll find practice problems, fun challenges, and educational content on trending technologies from Swift to IBM Watson.



**Podcast of the Month**

**[Remote Workers](#)**

From *Harvard Business Review*

**Articles of the Month**

**[The Networking Advice No One Tells You](#)**

From *Forbes*.

**[The Key to Career Growth: Surround Yourself with People Who Will Push You](#)**

From *Harvard Business Review*.



**Quotes of the Month**

**“To know where you came from makes it easier for you to get to where you need to go.”**

-Quincy Jones (above)

Award winning composer, producer, & musician

**"It's hard to put into words how much I have gotten out of participating in the DLE over the last 10 years. I'm in awe of the participants in their quest to learn and improve, along with the energy they bring to the program. It's truly remarkable!"**

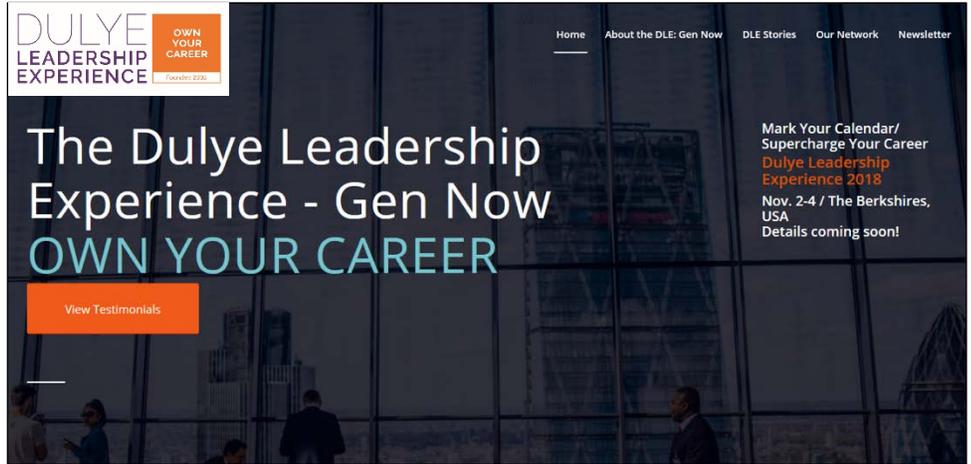
- Matthew Keator (below), Partner at The Keator Group and multi-year DLE faculty member



## Add a Buddy to Community Connection's Readership

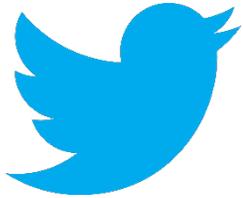
Share all the amazing tips, contacts and insights of the DLE **Community Connection** with friends and colleagues. Steer them to the DLE Website, where we've made it easy for them to sign up to receive every monthly issue.

It's all here: [DLE Website.](#)



## Follow the DLE Online

Click on the icon to connect to these platforms



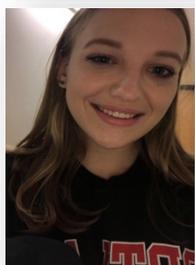
THANK YOU! DLE COMMUNITY CONNECTION VOLUNTEER TEAM



**Linda Dulye,**  
President & Founder  
of Dulye & Co. and the  
Dulye Leadership  
Experience

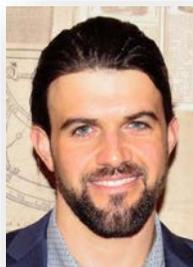


**Mary Gallagher,**  
DLE '08, Assistant  
Director, Center for  
Academic Success  
at the Universities  
of Shady Grove,  
PhD student



**Morgan Maier,**  
DLE '18, DLE  
Intern, Journalism  
Major at Syracuse  
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**Correspondents**



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**Charles Lerner,**  
DLE '14 and  
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Broker, and  
Tao Cares  
Engagement  
Coordinator



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Maine Bureau  
Reporter at NBC  
Universal