



## PeopleConnect Newsletter

January 2012

Max,

Welcome to our monthly Newsletter.

I hope that you had a great holiday break. We're rested and rarin' to help great companies build outstanding teams in 2012!

Howard Schultz has always been one of my heroes. A poor kid from Brooklyn who lived in the projects and has become a billionaire, treating his employees right (health care benefits for part time workers!) and at the same time he's focused on helping the country out of our economic doldrums through his new Create Jobs for USA plan. He was named Fortune Magazine's 2011 Business Person of the Year. Hope you enjoy the story.

I'm often talking about how lucky we are to be involved with the exciting tech companies here in the SF Bay Area. People are moving their businesses here from throughout the world to be a part of the startup ecosystem. Here's a story that focuses on just that. It's never been clearer than in 2011 that Silicon Valley exists in an alternate reality-a bubble of prosperity.

Our third story is entitled, The Internet Gets Physical, and deals with not only our being tracked on the Internet but how sensors in smart devices are becoming more prevalent across many industries. Products and practices are being transformed by communicating sensors and computing intelligence. Interesting stuff.

Frank Bruni of the NY Times has written a piece that I think is enjoyable. It talks about revisiting the places that we've left behind and how important it is to take time to smell the proverbial roses. I hope that you like it.

As you may know, PeopleConnect, in partnership with The Keiretsu Forum, is hosting a monthly pitch event for pre-revenue tech startups called JumpStartDays. There is no fee for the presenting companies, and a nominal fee for potential investors and other interested parties to attend. **Our next event is Tuesday, January 17. It will be held at RocketSpace, the very cool co-location space in SOMA. There will be 10 pre-revenue startups presenting to a panel of angels and startup experts.**

Our last two events sold out with 145 people in attendance. Here's a link to the photos from the most recent JumpStartDays: <http://www.meetup.com/jumpstartdays/photos/> If you're interested - either as a presenting company or audience member - please visit us at [www.jumpstartdays.com](http://www.jumpstartdays.com).

In our Giving Back section, we're featuring the Wheelchair Foundation ([www.wheelchairfoundation.org](http://www.wheelchairfoundation.org)). This organization has given away almost 900,000 wheelchairs in its 11 years of existence. When you donate \$150 a person somewhere

### In this issue

- [Howard Schultz brews strong coffee at Starbucks](#)
- [It's Always Sunny in Silicon Valley](#)
- [The Internet Gets Physical](#)
- [Time, Distance and Clarity](#)
- [WANTED: ALIVE, QUALIFIED AND MOTIVATED](#)
- [Recent Placements](#)
- [Quotes](#)

in the world gets a new wheelchair. They're doing great work, making a major contribution to the lives of people throughout the world who don't have wheelchairs.

**We've added something new this month: WANTED: ALIVE, QUALIFIED AND MOTIVATED: check this out to see the open positions that PeopleConnect is looking to fill this month.**

We hope that you enjoy this newsletter. If at any time you wish to unsubscribe, please click on the SafeUnsubscribe link at the bottom of this newsletter.



### *Howard Schultz brews strong coffee at Starbucks*

He rescued the coffee chain. It had record financial results this year. Now the CEO is on a campaign to save the country from its politicians. Here's how he blends capitalism and activism.



The president of the United States wasn't on the phone to talk about Pumpkin Spice Latte.

Back in September, two days before Barack Obama delivered his speech to Congress on jobs, he put in a call to Howard Schultz, the chairman and CEO of coffee king Starbucks.

[Read on...](#)

### *It's Always Sunny in Silicon Valley*

Every so often, the best parties come to represent moments in time. Think of Truman Capote's Black and White Ball in 1966, the celeb-studded Liberty Island launch of Tina Brown's ill-fated Talk magazine in 1999, and private equity maven Stephen A. Schwarzman's 60th birthday bash in 2007, which featured Rod Stewart. Sean Parker's bacchanal for the streaming music service Spotify on Sept. 22 in San Francisco may well join the ranks of these epic affairs.



[Read on...](#)

### *The Internet Gets Physical*

THE Internet likes you, really likes you. It offers you so much, just a mouse click or finger tap away. Go Christmas shopping, find restaurants, locate partying friends, tell the world what you're up to. Some of the finest minds in computer science, working at start-ups and big companies, are obsessed with tracking your online habits to offer targeted ads and coupons, just for you.



[Read on...](#)



## *Time, Distance and Clarity*

Above Rome's pale yellow and dusky orange buildings, the sky somehow looks bluer than it does almost anywhere else. Did I take proper note of that when I saw it all the time? When it was the canopy over my waking, my working and the all-consuming, all-distracting tedium of daily life?

[Read on...](#)



## *WANTED: ALIVE, QUALIFIED AND MOTIVATED*



Know anyone looking for a great position? Have them send me their resume ASAP.

[SENIOR VP OF ENGINEERING / CTO - ONLINE ENTERTAINMENT](#)

San Francisco, CA

[CHIEF REVENUE OFFICER - STARTUP PRO](#)

Palo Alto, CA

[FOUNDING CTO - ONLINE FINANCIAL STARTUP](#)

San Francisco/Bay Area, CA

[VP SALES, CLINICAL RESEARCH SERVICES](#)

San Francisco/Bay Area, CA

[UX DESIGNER - ONLINE AND APPS TECHNOLOGY](#)

City

[PRODUCT MANAGER - APPS AND ONLINE TECHNOLOGY](#)

San Francisco/Bay Area, CA

[CEO](#)

San Francisco/Bay Area, CA

## *Recent Placements*

Here are a few of our recent placements:

- \* A VP of business Development for an Internet focused startup
- \* A Plant Manager for a Midwest metal recycling firm

\* An It Director in Manhattan for an Australian based company.

Please let us know how we might be of service to you.

[Click here for more information...](#)

### Quotes

*"Money is like manure. If you spread it around, good things will grow. If you just pile it up it just smells bad."*

Warren Hellman, investment banker and philanthropist

*"We live in a bubble and I don't mean a tech bubble or a valuation bubble. I mean a bubble as in our own little world. And what a world it is! Companies can't hire people fast enough. Young people can work hard and make a fortune."*

Eric Schmidt, Google Chairman of the Board

*"Anyone who has never made a mistake has never tried anything new."*

Albert Einstein

### Quick Links...

- [Testimonials](#)
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