

PeopleConnect Newsletter

May 2011

Max,

Welcome to our May Newsletter.

The startup world is booming, maybe out of control. Most recent proof of that was an event that I attended last week in SF. The topic was "How To Select Your Angels" and there were over 600 people there! It was the largest gathering for an event like this since the Dotcom boom. The panel included Jeff Clavier, Mitch Kapor, Rob Hayes and Naval Ravikant. They had some great insights. If you'd like to see the video, here's the link: <http://www.orrickttotalaccess.vidcaster.com/8Na/how-to-select-your-angels-may-18-2011/>.

Adam Bryant started interviewing CEOs and other leaders in early 2009. After dozens of interviews, he noticed certain themes and lessons that came up time and again in his interviews with leaders like Steve Ballmer of Microsoft, Tony Hsieh of Zappos, and Mark Pincus of Zynga. Bryant identified the five qualities that set high-performers apart and gleaned concrete and specific advice on how to lead and manage others. In [The Corner Office](#), he combines his own analysis with the voices of the CEOs for a readable, engaging book. I hope that you like this article about the book.

Have you ever wondered about the danger of holding a cell phone to your ear? In this interesting article, John Diaz of the SF Chronicle talks about the potential health risks and how cell phone manufacturers are attempting to keep us in the dark.

There's an interesting new global trend to make sharing something far more economically significant than a primitive behavior taught in preschool. Spawned by a confluence of the economic crisis, environmental concerns, and the maturation of the social web, an entirely new generation of businesses is popping up that enable the sharing of cars, clothes, couches, apartments, tools, meals, and even skills. Hope you enjoy this third article.

As we all know, the US population is rapidly aging. In the last century the average life expectancy has climbed from 49 to 77.9. In fact, the city of San Francisco has the oldest average age of any city in California. I found this story to be very interesting - hope that you do too.

I recently read a great book for startups called *Hit The Deck* written by David Ronnick, a successful entrepreneur. Ronnick has run his own startup and mentored many more. A Harvard Business School grad, he has a lot of great advice on what a first time entrepreneur needs to know about raising money, writing a business plan, etc. It's available at Amazon and I highly recommend it. Here's the link: http://www.amazon.com/Hit-Deck-Create-Business-Impact/dp/0982740204/ref=sr_1_1?s=books&ie=UTF8&qid=1306010108&sr=1-1

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Know of any great attorneys looking to make a move? If so, please let us know as we're doing a search for a great law firm looking to expand in all areas of its practice.

In our Giving Back section, we're featuring 10,000 Degrees, a Marin based nonprofit that helps students secure financial aid for college. Over 80% of the high schoolers they help are the first in their family to ever attend college.

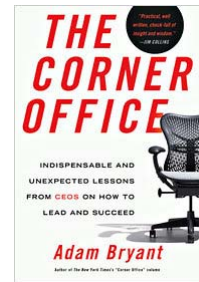
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The Corner Office: Lessons from CEOs on how to lead and succeed

This article was adapted from "The Corner Office: Indispensable and Unexpected Lessons From CEOs on How to Lead and Succeed," by Adam Bryant, author of the weekly "Corner Office" column in The New York Times. The book, published Tuesday by Times Books, analyzes the broader lessons that emerge from his interviews with more than 70 leaders.



IMAGINE 100 people working at a large company. They're all middle managers, around 35 years old. They're all smart. All collegial. All hard-working. They all have positive attitudes. They're all good communicators.

So what will determine who gets the next promotion, and the one after that? Which of them, when the time comes, will get that corner office?

[Read on...](#)

Cell-phone industry jams disclosure law

The science about the dangers of exposure to non-ionizing radiation from cell phones is far from conclusive. The industry sees the ambiguity as reason for government to stay out of the way.

[Read on...](#)



The Sharing Economy

Thanks to the social web, you can now share anything with anyone anywhere in the world. Is this the end of hyper-consumption?

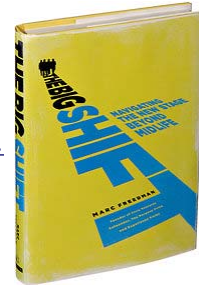
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The Aging of America, as Opportunity

We all know - and some of us may feel it in our own bones - that the population is aging. Still, a look at the raw numbers of America's graying can be startling.

[Read on...](#)



Giving Back

10,000 Degrees believes everyone should have a chance at college. They advocate for equal educational opportunity and support students in need to successfully access, pursue and complete higher education.

[Read on...](#)



Recent Placements

Here are a few of our recent placements:

- * An It Director in Manhattan for an Australian based company.
- * A VP Business Development for a social media startup
- * A CFO for a Nano Tech company
- * A Technical Cofounder for a social media startup
- * A Sales Exec for a medical diagnostic company
- * A CEO for an online startup
- * A consultant for an Israeli based electronics manufacturer
- * A CEO for an Online sports related start-up
- * A Sales Exec in New York for a social media startup
- * A CFO for an online entertainment startup

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

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

Quotes

"Who could have imagined that the concern with respect to any American financial asset, just two years after the crisis, would be a bubble?"

Lawrence Summers, Harvard economist and former Treasury Secretary

"When the conduct of men is designed to be influenced, persuasion, kind, unassuming persuasion, should ever be adopted. It is an old and a true maxim, that a 'drop of honey catches more flies than a gallon of gall.'"

Abraham Lincoln

Quick Links...

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