



PeopleConnect Newsletter

December 2009

Dear Max,

Welcome to our December newsletter.

Happy New Year! Happy New Decade. Here's hoping that the second decade of the 21st century is filled with more joy, prosperity and peace than the one we just lived through!

I think that you'll enjoy all four articles I've selected for this month's newsletter. The first story, *How to Build a Great Company*, is the cover story of the Dec/Jan Inc. magazine and it's about one of PeopleConnect's clients, Serious Materials. Their CEO Kevin Surace, a great guy, is Inc.'s Entrepreneur of the Year.

If you or someone you know is looking for a job, the article from the NY Times, *How to Turn Downtime Into Job Offers*, will be of great interest.

If you've been reading about the convergence of the Internet and TV delivery, I think that you'll find the article about why Comcast bought NBC to be very informative.

I found Tom Friedman's piece on what he describes as two tsunamis hitting at once really interesting: The Great Recession and the Great Inflection - how companies are able to get things done quicker and with fewer people, due to all of the great technology which didn't exist five years ago, and how our difficult economic times have made this imperative.

In our Giving Back section, we're featuring The Hunger Site. Part of my morning ritual is going to www.hungersite.com, and clicking on the Give Free Food button. A cup of food is donated daily to one of three great charities and it takes me less than 10 seconds. What a great way to start the day!

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.



Max Shapiro

in this issue

- [How to Build a Great Company \(even in the worst of all possible years\)](#)
- [How to Turn Downtime Into Job Offers](#)
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How to Build a Great Company (even in the worst of all possible

years)

Former high tech exec Kevin Surace, Inc. Magazine's Entrepreneur of the Year, is featured in a great story of building and growing a wonderful clean tech company.

[Read on...](#)



How to Turn Downtime Into Job Offers

Have you ever noticed how work expands to fill the time, even when you're on vacation or not working? Well in this NY Times article, Phyllis Korkki talks about how job seekers can use their time wisely and effectively.



[Read on...](#)

Why Comcast Bought NBC

Clearly the cable TV model is changing and will continue to change. As more and more Internet content is created and people want to see that on their big screen TVs, the cable companies have to adjust. Comcast is showing that they can be nimble with their purchase of NBC.



[Read on...](#)

The Do-It-Yourself Economy

I hope that you enjoy Tom Friedman's piece about The Great Recession and The Great Inflection coming together.

[Read on...](#)



Giving Back

THE HUNGER SITE The Hunger Site was founded to focus the power of the Internet on a specific humanitarian need: the eradication of world hunger. Since its launch in June 1999, the site has established itself as a leader in online activism, helping to feed the world's hungry. On average, over 220,000 individuals from around the world visit the site each day to click the yellow "Click Here to Give - it's FREE" button. To date, more than 300 million visitors have given more than 657 million cups of staple food.



The staple food funded by clicks at The Hunger Site is paid for by site sponsors and distributed to those in need by [Mercy Corps](#) , [Feeding America \(formerly America's Second Harvest\)](#) , and [Millennium Promise](#) . 100% of sponsor advertising fees goes to our charitable partners. Funds are split between these organizations and go to the aid of hungry people in Africa, Asia, Eastern Europe, the Middle East, Latin America and North America.

All of us here at The Hunger Site are also deeply moved by the humanitarian [crisis in Darfur](#) . Learn how you can help!

Hunger: Do You Know The Facts?

The FAO is projecting a rise in the number of people facing chronic hunger worldwide to 1.02 billion as a result of the global economic crisis, which has exacerbated unemployment issues and lowered incomes globally. FAO Director-General Jaques Diouf states: "the silent hunger crisis - affecting one sixth of all of humanity - poses a serious risk for world peace and security. We urgently need to forge a broad consensus on the total and rapid eradication of hunger in the world and to take the necessary actions."

About 24,000 people die every day from hunger or hunger-related causes. This is down from 35,000 ten years ago, and 41,000 twenty years ago. Three-fourths of the deaths are children under the age of five.

Famine and wars cause about 10% of hunger deaths, although these tend to be the ones you hear about most often. The majority of hunger deaths are caused by chronic malnutrition. Families facing extreme poverty are simply unable to get enough food to eat.

The Hunger Site began on June 1, 1999. In 1999, a year marked by good economic news, 31 million Americans were food insecure, meaning they were either hungry or unsure of where their next meal would come from. Of these Americans, 12 million were children.

[Click here](#) to learn more about hunger.

[Read on...](#)

Recent Placements

Here are a few of our recent placements:

- * A CEO for a Business Intelligence startup
- * A Director of Community for a very successful publishing company
- * Two Sales execs, one in NY and one in LA for a social media marketing company
- * A CEO for a US division of an Israel electronics company
- * VP Marketing for an early stage online security firm
- * A CEO and a VP Operations for a Bay Area hospital staffing company
- * Two Sales Account Executives for a medical diagnostics company based in Boston
- * A VP Bus Dev of an online startup focused on making the Internet a safer place for "tween" girls

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

[Click Here for More Information](#)

Quotes

"When you tell women you're really good at algorithms, it doesn't do much."

Aaron Patzer, whose skill at algorithms helped him create Mint.com, the online personal finance tool, which he recently sold to Quicken for \$170M.

"Talk to those who understand, and give food to those who are hungry."

Chinese Proverb

"Courage and perseverance have a magical talisman, before which difficulties disappear and obstacles vanish into air."

John Quincy Adams

"The gist of New Year's Day is: Try again."

Frank Crane

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