



PeopleConnect Newsletter

November 2009

Dear Max,

Welcome to our November newsletter.

I hope that you're having a great Thanksgiving weekend. This is clearly my favorite nonsectarian holiday. To be able to give thanks for everything that we have in this wonderful country and to spend it with family and friends is a true blessing.

I think that you'll enjoy all four articles I've selected for this month's newsletter. The first deals with Israel's amazing ability to create technology start-ups. The second story, about Jeffrey Katzenberg's management tips, applies to any business, large or small.

There is also a wonderful story about the future of smart phones and a positive story about unemployment rates, by someone who thinks that they may go down in the near future.

In our Giving Back section, we're featuring Home For Our Troops, a nonprofit dedicated to building specially adapted homes for severely injured veterans . . . at no cost to them!

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

Start-up Nation: The Story of Israel's Economic Miracle

I've read a couple of blurbs on Dan Senor and Saul Singer's new book: [Start-up Nation: The Story of Israel's Economic Miracle](#). For anyone interested in startups and geopolitics, it's an amazing story of how and why Israel, a country about the same size of and with fewer people than New Jersey, has produced more tech companies listed on the NASDAQ than all



of Europe, Japan, South Korea, India, and China combined!! How does Israel attract, per person, 30 times as much venture capital as Europe, and more than twice the flow to American companies? How does it produce, for its size, the most cutting-edge technology startups in the world? I think that you're really going to enjoy this article. Personally, I'm looking forward to reading the book over the holidays.

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The Benefit of a Boot Out the Door

Jeffrey Katzenberg, CEO of DreamWorks and ex-Disney exec, has a lot of wonderful management insights in a story from the New York Times. Great tips on hiring, and how you can learn from good bosses, and bad ones, too.



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What Your Phone Might Do for You Two Years from Now

Can you imagine a smart phone that in two years may make the current iPhone look like a quaint relic of the past? Well, Bob Tedeschi, who writes the Phone Smart column in the New York Times, thinks that will happen and that it will be like a "personal" PC.



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People Who Need People: Employment is Poised to Rebound

I don't know if you're as concerned as I am about the horrific unemployment rates that we're seeing not only in CA but nationwide. We very well may be coming out of the Great Recession but it's really hard to find anyone who says that there is a chance that there will be more jobs in the near future in the US. Well, there may be hope. I've included an article from Newsweek by Daniel Gross that talks about the possibility of an employment rebound. As my mother used to say, "From his mouth to God's ears."



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Giving Back

Learn About Homes for Our Troops We are Homes for Our Troops, a national non-profit, non-partisan 501(c)(3) organization founded in 2004. We are strongly committed to helping those who have selflessly given to our country and have returned home with serious disabilities and injuries since September 11, 2001. It is our duty and our honor to assist severely injured Servicemen and Servicewomen and their immediate families by raising donations of money, building materials and professional labor and to coordinate the process of building a home that provides maximum freedom of movement and the ability to live more independently. **The homes provided by Homes for Our Troops are given at**



NO COST to the Veterans we serve.

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Quotable Quotes

All three of these quotes, including one poem, are from John Wooden:

Remember this your lifetime through,
Tomorrow there will be more to do.
And failure waits for all who stay
With some success made yesterday.
Tomorrow you must try once more,
And even harder than before.

Success is peace of mind which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming.

Talent is God given. Be humble. Fame is man-given. Be grateful. Conceit is self-given. Be careful.

About Us

PeopleConnect is a full service high tech executive search firm specializing in the recruitment and placement of experts in business development, finance, human resources, marketing, sales, as well as in scientific and technical positions. We fill positions at the Manager, Director, Vice President and "C" level for all industry sectors including, Biotech, E-Commerce, Electronics, Wireless, Semiconductor, and Telecommunications.

RECENT PLACEMENTS

Here are a few of our recent placements:

- * A 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
- * A VP Sales for a San Jose security company
- * An online customer acquisition director for a Sacramento online publisher

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