



PeopleConnect Newsletter

June 2010

Dear Max,

Welcome to our June newsletter.

I hope that the start of summer is going well for you.

A great American passed away on June 4. John Wooden was the former coach of the UCLA Bruins and was a person who made his mark on and off the court through the truly inspirational life that he led. I had the pleasure of knowing Coach Wooden and working with him for many years, and I've written a tribute to him that I hope you enjoy.

Our second story, by Tom Friedman, is a piece about how our nation needs to do all that it can to help start-ups. There are several suggestions about government programs that will help us create more jobs, which everyone knows is a continuing challenge.

Speaking of challenges, creating a great corporate culture is vital to the success of any company. A few companies like Zappos, Southwest Airlines and Nordstrom get it. Another company that has created an excellent culture is Saks. I've included a great story about how they did it, and what entrepreneurs can do to improve and create a vibrant, positive environment and culture.

The smartest American educated technical people that we at PeopleConnect run across are from MIT. We've included an article that talks about everything that MIT is doing in their Media Lab, which is pretty amazing. Hope that you enjoy it.

In our Giving Back section, we're featuring *Students Rising Above*, a wonderful organization that helps Bay Area students with some great tutoring and college scholarships program. I hope that you'll consider making a contribution to SRA

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

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A Tribute to John Wooden

By now, most of you have probably heard about the passing of John Wooden, the famed former UCLA Basketball Coach. He died just four months shy of his 100th birthday. Coach Wooden was not only a legendary basketball coach but a very special human being.

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A Gift for Grads: Start-Ups

If you have a son or daughter graduating from college this year, you've probably gotten the word. When meeting this year's college grads it's best not to ask: "Hey, what are you doing next year?" Too many recent graduates don't have an answer. They can't find jobs even remotely related to their fields. This year's graduation theme is: "Don't ask. Can't say."



We owe our young people something better - and the solution is not that complicated, although it is amazing how little it is discussed in the Washington policy debates. We need three things: start-ups, start-ups and more start-ups.

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For the Chief of Saks, It's Culture That Drives Results

This interview with Stephen I. Sadove, chairman and chief executive of Saks Inc., was conducted and condensed by Adam Bryant

Q. *What were your biggest leadership lessons?*

A. I used opportunities to get involved and develop relationships with a diverse set of people, as opposed to the narrow group of people I was dealing with day-to-day, and that made a huge difference. It shaped my philosophy in terms of the importance of relationship-building. It really underlies my entire philosophy of how to run a business.



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MIT's Mind-Bending Media Lab

The 163,000-square-foot addition to the school's media lab emphasizes transparency

The Massachusetts Institute of Technology's Media Lab, founded in 1985, has given birth to such inventions as the video game Guitar Hero and e-Ink, the screen display used in the Amazon Kindle. In March, the prolific design and engineering center opened a new \$90 million wing designed by Japanese architect Fumihiko Maki.



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Giving Back

Students Rising Above is a wonderful organization that helps Bay Area students with some great tutoring and college scholarships program. I hope that you'll consider making a contribution to SRA.



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Recent Placements

Here are a few of our recent placements:

- * A CEO for an Online sports related start-up
- * A CFO for an online entertainment startup
- * A CEO for a bio mechanics company
- * An Inside sales person for a SAAS software company
- * An attorney for a virtual law firm
- * A Marketing Director for an online startup
- * A VP Sales for a SAAS company
- * A CEO for a mechanical engineering startup
- * A CFO for an Internet startup
- * A CEO for a Business Intelligence startup
- * 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

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

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

Quotes

"There will be companies that excel, and occasionally they will excel because of luck, but usually they excel because of brains."

Warren Buffett

"Stay hungry, stay humble."

John Krafcik, CEO of Hyundai

"What have you done that's so great? Do you create anything, or just criticize others' work and belittle their motivations?"

Apple's Steve Jobs in an email exchange with blogger Ryan Tate of Gawker

Media

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