



The Chazin Group In The News

On Jan. 22nd and Jan. 30th, Ethan Chazin conducted programs to members of the Pennsylvania Assn. of Colleges and Employers entitled: **Sharpen Your Marketing and Sales Skills: Building Cooperative Relationships in Turbulent Times.**"

The two programs provided approximately 80 Career Development and HR members with sales and marketing best practices, to assist them in working with many stakeholders including: employers, faculty, students, fundraising Foundations, Alumni, Student Services, the Administration and parents.

Through the use of lecture, role playing, group discussion, and break-out sessions these all-day seminars provided attendees with actionable guidance how to conduct effective prospecting efforts, developing a sales pipeline, converting clients to advocates, cold-calling techniques, competitive differentiation, SWOT analysis, marketing plan development and the marketing "5Ps", partnering with business and industry, and more.

Career development tactics for students such as personal mission statements, marketing plans, informational interviews, how to brand/sell themselves as products, networking, and other strategies to achieve success in turbulent times were also discussed.

If you would like Ethan to conduct a program to your academic institution, company, or organization, please call (917) 239-5571 or email thechazingroup@yahoo.com.

Great Reads!



Engagement is Not Enough: You Need Passionate Employees to Achieve Your Dream by **Keith E. Ayers**. This invaluable book does a fantastic job reinforcing to employees and business owners alike the need to have a truly engaged workforce as a competitive advantage.

We have launched a new blog dedicated to employment, careers and professional development topics. Check it out...

<http://thechazingroup.blogspot.com>

January/February Economic "LOW"lights

- ❶ In January, the U.S. economy lost 598,000 jobs (20,000 a day). That makes the "official" unemployment rate 7.6% (its highest level since 1992) AND...five (5) straight months that the U.S. workforce has lost more than 400k jobs, and 13 straight months of job losses in total;
- ❷ President Obama's proposed stimulus package has faced a contentious bi-partisan battle in the Senate and looks like it will be approved somewhere in the \$800B range;
- ❸ MACY's to lay off 7,000 employees with many other retailers and other organizations to follow in the coming months; and
- ❹ Many non-profits are losing the funding they receive through corporate endowments and are having to lay off staff.

Career Connections Newsletter

[“Navigate Your Career” Article By Ethan Chazin Appears On NJ & Company.com.](#)

The following article was written to clearly define the elements of a successful job search in these times of career turbulence, as we are experiencing in today’s job market:

www.njand.com/news/perspectives.php/2009/01/04/p2682

[Great Business Information Resources](#)

www.manta.com – This website claims to contain general background information on 61M businesses. While the FREE information is basic, more in-depth content can be purchased for a fee.

www.naics.com/search.htm **SIC/NAICS** code conversion site. **NAICS** (the North American Industry Classification System) is the 21st century, post-Industrial replacement coding system for SICs. This NAICS classification system contains service industry and IT sector codes, that were never included in the old SIC coding system.

Executive’s Assn. of Greater NY – www.eanyc.com

[Personal Assessment](#)

Herman Brain Dominance Instrument – www.hbdi.com

[Networking Corner](#)

Some useful networking resources:

- Your School Alumni organization
- Chambers of Commerce
- Business Marketing Assn.

www.marketing.org



[Would You Pay For This? We Need Your Input.](#)

We are considering charging a one-time annual subscription for the newsletter. How much would you pay in order to continue receiving this newsletter?

- \$0** : It’s great as a Free-by;
- \$15**: I like receiving the information and find one or two nuggets to apply in my day-to-day work;
- \$25**: It is fast becoming a valuable addition to my general job search - career/professional development toolkit.
- OTHER?** _____



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Do you know some one that can benefit from this newsletter? **Send us their email.** We’ll add them to our list. They’ll appreciate you...and so will we!

Comments? Let us know at: TheChazinGroup@yahoo.com or call (917) 239-