

Today's Laundry List includes:

- * **Letter From Our Editor**
- * **Ask Valerie** - a Q&A forum for HR job search techniques
- * **Upcoming Networking Events**
- * **Current retained searches**
- * **Shameless self-promotion**

Letter From Our Editor...

Dear Friends:

The tragic events of September 11, 2001 have deeply affected our loved ones all over the world. We witnessed the unfolding events with shock and disbelief that knows no racial or geographical boundaries. We share and express our deepest feelings of sympathy for those who lost family, friends and colleagues.

It's almost embarrassing to write you a HR networking letter when I don't have any HR searches for you to share with your colleagues and the Nation is still in crisis. Last year, I placed over 30 HR people, and this year-to-date have placed two. During this funky time, it's more important than ever for all of us to network, and for me to be able to offer you value.

To this end, I have changed the format of the Laundry List. This issue introduces "**Ask Valerie**" a Q&A forum for HR advice and job search techniques. Submit a question and I'll tackle it. And, to help you keep in touch with your network, the next issue will feature "**Where's Waldo**" listing recent HR movers. If you have recently changed jobs or have lost touch with colleagues, let me know and I'll print it.

Thoughts or suggestions? Let me know by replying to this email.

Take care, Valerie

Ask Valerie...

Dear Valerie: I'm a SF-based HR Director, with a recent salary of \$87,500. I've been turned down for three jobs because I don't have labor experience, even though they all said that they liked me. What should I do? Signed, *Love's Labor Lost in SF*

Dear Love's: Your salary is a bargain, even by SF standards. Try to get one of the #2 positions with a major hotel in SF, such as the new Four Seasons. You'll get plenty of labor experience, and some great hotel discounts!

Dear Valerie: I've been a Benefits Manager for 15 years, and have only worked for two companies. I lost my last job due to apparent age discrimination, but I'm happy to be out of there. I really need to keep working, but everyone wants a Compensation & Benefits Manager. Although I have a HR Certificate, I haven't done any comp. Can you place me? *HR Grandma*

Dear Grandma: Spend the next three weeks re-reading your compensation course materials and add comp to your resume wherever you can. I'll try to place you with one of my non-sexy, non-glamorous, non-high tech, non-high growth companies that have trouble keeping HR people and

appreciate old-fashioned work ethics. When you're on the job, promise me you'll volunteer for the comp committee, and offer to run the HRIS. This'll make you be more hireable next time.

Dear Valerie: You always preach networking, but it's not working. I've been attending the HR job search groups religiously, and watching my friends competing against me for the same jobs. Any more of these so-called cooperative meetings, and I'll choke on my brown bag lunch. Where are the good jobs? *Unemployed VPHR Will Work For Food*

Dear Unemployed: Avoid the HR job search groups, before you choke and a friendly competitor administers the Heimlich by squeezing your neck. Job search groups are good, but do not count as networking. Go somewhere and give of yourself unto others. Sign up as a free mentor for the Women's Entrepreneur's Forum, or a VC Funding Forum. Do some free HR strategic plans for startups, and offer to manage their recruiting for equity. Redo the comp system for your church or temple. Network with people who aren't in HR, who are not in high tech, and with people who need help. Do a good job, and they'll find you work.

Networking Events For HR and Other Folks...

Thursday September 20

NCHRA Chapter Meeting, Oakland, Noon

Panel: Translating Your Business Plan Into A Staffing Strategy

Val's moderating a panel including: Loran Kaminski, VP of Worldwide Staffing at PeopleSoft, Greg Steinberger, National HR Director from Thelen, Reid & Preist, and the Senior Staffing Manager from Excite@home, Aida Lachaux. Come by and network.

<http://www.nchra.org>

Thursday, September 20

Dinner Presentation: "Beyond the Bubble- The Future of Technology & Investing"

Churchill Club/International Angel Investors, Palo Alto, 6:00 pm

Come meet CEOs, angels, VCs, startups, headhunters, etc. and do some real networking.

<http://www.churchillclub.org>

Wednesday, October 17

Panel: Maximizing Your HR Career

NCHRA Chapter Meeting, SF, Noon

Val's moderating a panel including: Toni Wilson, VPHR of CSAA, Alan Chin, VPHR of Avinon, and Lester Gabis-Levine, Senior Director, Organization Development for ProBusiness, Inc.

<http://www.nchra.org>

Thursday, October 18

Breakfast Briefing: Guide to "Better Bossing"

Littler Mendelson, San Jose, 7:00 am

Go schmooze with a bunch of attorneys. If you refer them business leads, they might help you get a job. Val will be there and can introduce you around.

<http://www.littler.com>

Thursday, October 18-19

Seed Strategies of 2001, Palo Alto

International Gathering of Angels. Go meet a bunch of CEOs and offer to help. This can translate into a real job fast.

<http://angelinvestors.infopoint.com/events.html>

Retained Searches...

Search #801 Vice President of Business Development/Sales/Marketing Menlo Park, CA

Vice President of BD/S/M for a software startup serving the legal intellectual property and patent community, selling to both law firms and enterprise customers. This company offers both salable document and project management software for patents, and professional services that augment their innovative online services and software tools. The VP is responsible for direct and indirect sales of all products and services, business development efforts, all channels, marketing strategy and implementation, including branding, advertising, PR, pricing and positioning, and the development and management of the Sales and Marketing departments. Comprehensive sales and marketing expertise (10 years min.; at least five years in a senior leadership role), experience with technical service oriented customer relationships and a familiarity with the intellectual property enterprise community (or similar group) is essential. Must have a proven track record in sales management, and the ability to thrive and lead in a fast paced, chaotic environment.

Please email your resume as a Word document attachment to Bryan Power, Manager of Client Services at VF&Co at bryan@vfindco.com and reference search #801

Search #802 Chief Financial Officer Menlo Park, CA

Chief Financial Officer for a software startup serving the legal intellectual property and patent community, selling to both law firms and enterprise customers. This startup company offers both salable document and project management software for patents, and professional services that augment their innovative online services and software tools. As CFO, lead financial operations, financial strategies, Investor Relations and build the financial infrastructure of the company. The CFO will be counted on to partner with the CEO for fundraising efforts, (currently raising Series B) including interfacing within the investor community, conducting due diligence and valuation analysis, financial projections and value based economic/pricing analysis. The CFO will also run all IT, facilities, and human resources, and serve as a *de facto* COO. Please have Big 5 accounting experience, large company experience, significant startup company experience as a CFO (more than three years with the actual CFO title), local VC contacts, and good operations and management experience. MBA preferred.

Please email your resume as a Word document attachment to Bryan Power, Manager of Client Services at VF&Co at bryan@vfindco.com and reference search #802

Search #803 International Vice President of Commercial Sales Silicon Valley, Europe, or New York

International Vice President of Commercial Sales for a major international high tech corporation. Lead all international sales, marketing, product development, and customer service efforts for a Worldwide Sales Organization of a leading international high tech company. Lead a large global team with current sales over US \$4 billion. You will have a large dispersed workforce consisting of 1000s of employees, including country managers, regional managers, various direct, OEM, and channel sales forces, product marketing professionals, customer service, and other areas. Over 20 years of experience in international sales management, including managing large global workforces, is required. Board of Directors-level presence, multilingualism, along with the ability to manage large teams internationally while directing global marketing strategies, is desired.

Please email your resume as a Word document attachment to Bryan Power, Manager of Client Services at VF&Co at bryan@vfindco.com and reference search #803

Search #804 Board Members

Silicon Valley and Nationwide

Experienced senior executives with significant P&L experience at the C-level and above are sought for Board of Directors positions with both well-funded startups and larger corporations. With the startups, act on behalf of the VC firm to represent the investors, and help direct the company's plans and growth. We are doing searches in both bio-med and general high tech/software.

Please email your resume as a Word document attachment to Valerie Frederickson, at VF&Co at valerie@vfindco.com and reference search #804

Shameless Self-Promotion...

We are truly blessed that a very large VC firm has taken the time to get to know us personally over a quarter, and then has started referring us searches. Even after competing against three other competitors for one specific search, we have won their referral business. We think this is because we never took on searches we had no plans to finish, work flexibly, and have always maintained intimacy and trust with our clients. We recently completed a major international CFO search in less than three weeks, and did it on an hourly basis at the request of the client (with the majority of the fees paid after placement.)

Valerie Frederickson & Company offers a comprehensive suite of HR services including executive search, career management and corporate outplacement (over 450 candidates so far this year) and human resources consulting. In addition, we are proud to announce the development of a new Board of Directors placement practice. For more information, contact us or visit www.vfindco.com

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