



# hobnob career chapters

Have you wondered:

What am I gonna do with my life?



Hobnob can help you find your major and career path!

### Semester Kickoff:

Get introduced to Hobnob and the Emory chapter's student leadership team. Guest speaker David Cohen, personal branding expert, will tell you how to stand out in a tough job market and the importance of finding an academic and professional niche you can call your own.

6:30pm Mon, 9/21  
Candler 101

## Introspection Track

### values

#### Seminar: Intro & Guest Speaker

Lydia Meredith, CEO of Beacon of Hope, a local nonprofit that provides community services to financially disadvantaged families, will describe how her values have formed her career path.

#### Workshop: Exercises & Discussion

You'll participate in the Life Mapping and Values Sort exercises, plus small group discussion, to articulate your values and find the majors and career fields that match them best.

6:30pm Mon, 9/28  
Candler 101

6:30pm Mon, 10/5  
Candler 101

### passions

#### Seminar: Intro & Guest Interview

Dennis Liotta—distinguished medical scientist, Emory chemistry department head, and inventor of a clinically important antiviral—will be interviewed by Emory partner and Executive Career Coach Jodie Charlop on how his passions have shaped his work.

#### Workshop: Exercises & Discussion

You'll participate in the Passions Filter exercise and small group discussion to get underneath the surface of your passions and find how they relate to the majors and career fields you're considering.

6:30pm Mon, 10/19  
Candler 101

6:30pm Mon, 10/26  
Candler 101

### talents

#### Seminar: Intro & Panel Discussion

A star-studded panel of guest speakers from the legal, medical, and business fields will discuss how finding and following their talents led to career success.

#### Workshop: Exercises & Discussion

You'll take the Gallup organization's Strengthsfinder assessment and participate in small group discussion to find your unique capabilities and understand how they relate to the majors and career fields you're considering.

6:30pm Mon, 11/2  
Candler 101

6:30pm Mon, 11/9  
Candler 101

### Semester Capstone Party:

Introspection members who have attended 5 of the 6 regular chapter meetings will graduate to next semester's Investigation track, and current Investigation members will showcase their best video Spotlights from the semester.

6:30pm Mon, 11/16  
Candler 101



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# hobnob career chapters

Have you wondered:

How am I gonna get the job I want?



Hobnob can help you build your network and find internships!

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Investigation Track	find	<b>Workshop: Self-Branding for Success</b> Learn to set yourself up for professional success using Facebook, LinkedIn, and other social media profiles. As David Cohen says, the LAST thing you want to do is create a FIRST impression!
		<b>Workshop: Researching Professionals</b> What kind of network do you already have? How do you find people you don't know? In this workshop, you'll learn to find cool professionals who can turbo charge your career.
Investigation Track	contact	<b>Workshop: Contacting Professionals</b> Want to chat with an executive at Coke or sit down for coffee with the chief resident of a major hospital? Here you'll learn the best practices of reaching out to the professionals you targeted in the previous session to get their time and attention.
		<b>Workshop: Networking with Professionals</b> How do you interact with professionals once you've scored a meeting? Here you'll learn professional etiquette-- 30 second pitch, handshake, eye contact, business cards-- all the good stuff!
Investigation Track	build	<b>Workshop: Conducting Interview Spotlights</b> In this session, you'll learn to conduct interview spotlights on the professionals you meet. These spotlights will show other professionals that you KNOW you're right for their field because you've done career research above and beyond the norm.
		<b>Workshop: Creating "ME, Inc."</b> Learn to create brand "YOU" while building and maintaining genuine relationships with the professionals you meet so your reputation proceeds you for interviews, networking and career progression.

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## Hobnob Emory Chapter's Fall 2009 Guest Speakers

Kickoff  
speaker

**David Cohen** - <http://bit.ly/DavidCohen>

David is a personal branding expert and start-up veteran experienced in defining technology vision and product strategy for software and service companies. He's currently focused on his work as founder of Equation Arts, LLC, a marketing and brand strategy firm, and as a board member of the Enterprise 2.0 Society (Technology Association of Georgia). He currently sits on the advisory boards of What a Concept!, Professional Women's Anonymous, DemandVoice, Inc, and Hobnob, LLC.

6:30pm  
Mon 9/21  
Candler 101

Values  
speaker

**Lydia Meredith** - <http://bit.ly/BeaconofHope>

A graduate of Vanderbilt University's prestigious Owens School of Business, Lydia left a successful corporate career and created Beacon of Hope to provide much-needed daycare and educational services for children of low-income families in her community. Lydia has appeared on the Colbert Report because of her honorable work as founder and director of Beacon of Hope, which provides an atmosphere conducive to learning and spiritual development.

6:30pm  
Mon 9/28  
Candler 101

Passions  
interview

**Dr. Dennis Liotta** - <http://bit.ly/DennisLiotta>

Dr. Liotta has been a professor at Emory University for thirty-two years. He is a Fellow of the Alfred P. Sloan Foundation, the recipient of a Camille and Henry Dreyfus Teacher-Scholar Fellowship, an Alexander von Humboldt Senior Scientist Award, the 2005 Hertig Award, and was the Emory University Distinguished Faculty Lecturer for 2006. He serves (or has served) on the Scientific Advisory Boards (SABs) of several prominent biopharmaceutical companies including Achillion, MetaStatix (SAB Chair), AtheroGenics, Pharmasset (scientific founder), IThemba Pharmaceuticals (scientific founder; SAB Chair), NeurOg, and FOB Synthesis. In addition, he is the inventor of record for several clinically important antivirals, including FTC (Emtriva, Emtricitabine), 3TC (EpiVir, Lamivudine), Reverset (DPC 817, D-D4FC), Ractvir and Elvudctabine.

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**Jodie Charlop** - <http://bit.ly/JodieCharlop>

Jodie is founder and chief coaching officer for Potential Matters and specializes in working with individuals and organizations that want to achieve higher levels of personal and professional results in their businesses, careers, or lives. With more than 20 years of experience in corporate and agency settings, along with advanced study in professional counseling and human behavior, Jodie brings to her clients a unique understanding of corporate communication, organizational and system dynamics, human behavior, and business principles. She is also a Hobnob adviser.

Talents  
panelists

**Shyam Reddy, LLP** - <http://bit.ly/ShyamReddy>

As a partner at Kilpatrick Stockton, LLP, Shyam advises technology companies and private equity funds in negotiating and consummating their strategic growth transactions, such as mergers and acquisitions, joint ventures, and cross-border deals. He has received numerous awards during his career, including: 2007 Marshall Memorial Fellowship; 2005 Georgia Trend Magazine Top 40 Under 40 Georgians; 2005 Atlanta Business Chronicle Top 40 Under 40 (Up and Comers); 2005, 2006, 2007 and 2008 Atlanta Magazine Georgia Rising Stars; and 2005 Multicultural Law Mover and Shaker. He is a founder and former board member of the Red Clay Democrats and the former General Counsel of The Young Democrats of Georgia. In 2006, Shyam ran as a popular candidate for GA Secretary of State.

6:30pm  
Mon 11/2  
Candler 101

**Andrea Arena** - <http://bit.ly/AndreaArena>

Andrea Arena is the founder and CEO of 2 Places at 1 Time, which provides full-scale concierge and errand running services throughout the US and Canada to corporations that want to give the gift of time as an employee benefit or as an effective customer loyalty program. 2 Places at 1 Time has over 80 locations in the US and over 30 in Canada and has been on the Inc. 500 list as among the nation's fastest growing privately held companies for two consecutive years. Andrea's been named an Ernst & Young Entrepreneur of the Year Regional Finalist and a Georgia Tech Woman of Distinction Nominee and has ranked in Catalyst Magazine's Top 20. Andrea sits on the Board of Advisers for Georgia Tech's College of Management and Hobnob, LLC.

**Jeff Goldblatt** - <http://bit.ly/JeffGoldblatt>

Jeff Goldblatt is the founder, President, and Creative Director of RH Brands, LLC, which includes the popular "Rejection Hotline," that has logged over 100 million calls since its genesis in 2001. Jeff handles the strategic direction for the company and the creative direction for all RH Brands' properties. Originally from Framingham, Massachusetts, Jeff is a graduate of Emory University in Atlanta, Georgia with a degree in Journalism and Philosophy.

**Dr. Young H. An** - <http://bit.ly/YoungAn>

Dr. Young H. An is a Board certified Head & Neck Surgeon and Sleep Medicine Specialist practicing in South Atlanta. He received his MD degree with honors from the University of Illinois College of Medicine and completed his residency at Emory University School of Medicine in 2005. Born and raised in Chicago, Dr. An came to Atlanta in 2000 for his residency training at Emory. He also met his wife here in Atlanta. Dr. An is active in his church and the community, mentoring college and high school students pursuing careers in medicine.

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