Welcome today to the seminar. It's titled Use Social Networking to Find Your Career. My name is Ken Naas, I'm one of the career advisors here at the Chico State Career Center. And the reason that we have this seminar, just to give you a little bit of background, is because in today's world, there's a lot of online submission for jobs. And we're finding that a lot of people are getting lost in databases and big piles of resumes and we're trying to help you get networked so you get to know people within companies. And one way to do that is through networking. Now it says social networking, but I'm going to talk more about professional networking. So in addition to talking about social networking sites, I'm going to really focus on Linked In today because I think it's probably the strongest and the best professional networking site out there. How many of you in the audience know what Linked In is? There is a job right on there. So it looks like half of you know what Linked In is. How many of you have a Linked In account? Okay, three of you, good. And how many of you are here because they're interested in finding out about Linked In? Or did you know about Linked In?
So that I'm going to do is I'm going to talk about what Linked In is, who uses Linked In, is Linked In for students, why use Linked In and when do people use Linked In? So before I get into Linked In, I want to talk a little bit about the social networking sites. How many have Facebook accounts? Almost all of you have Facebook accounts. Basically Facebook is kind of a hybrid, because it's mainly a social networking site, but there's also a lot of professional stuff on there as well. You see a lot of businesses and you become a fan of that business. So there's more and more business people on Facebook. MySpace is pretty much all social networking. Linked In, on the other hand, is professional. It's not about telling people that you're walking down the street having a sandwich and it's a sunny day in Chico, it's about connecting with people to get jobs or learn more about your profession. So that's why I try to get students and alums to think about moving over, not giving up your Facebook account, but in addition to your Facebook, establishing a Linked In account as an option to learn more about what's going on in your profession or industries that you're interested in. Okay? So first of all if you have questions as we go, just raise your hand, we'll talk about it as we go. I'd rather have you talk as we hit topics, rather than wait until the end. Okay, do we have any questions?
So one of the quotes that I found when I was doing my research on Linked In was Guy Kawasaki, he's a famous author on many books on business, and he said in his review of Linked In, people with more than 20 connections are 34 times more likely to be approached with a job opportunity than people with less than five. So to me 20 is not even a lot, but what he's saying is if you start to develop more connections, you start reaching out to more people, you start hearing about more jobs, getting connected to more people who they know also. So I think that was a pretty profound statement by somebody who's been around quite a while.
This is the Linked In home page. Well, this is the sign in page. Okay, so when you pull up [www.linkedin.com](http://www.linkedin.com), this would be the page you would come to if you haven't already signed up or if you want to sign in. So, you're going to sign in at the top. So, it's pretty easy to sign in. It doesn't cost anything if you get the basic version. There is another version that has more bells and whistles that you can pay to get on, and that allows you a little more service, but to get on the basic one is free. It says here over 55 million users. And I've been on Linked In about five years, when I started there were less than 10 million. So in the last five years it's gone from less than 10 million to 55 million. Now that doesn't rival Facebook, which is about 300 million, but remember this is about professional networks, so I think 55 million is a pretty strong number out there.
So I'm going to go ahead and sign in as I do, and I use this almost daily because I'm working with a lot of students and alums at Chico State and I want to help them access other folks that they may be able to get a hold of.
So on Linked In, it's really not that different in some ways to Facebook profiles, so most of you are pretty familiar with that. So the first thing you would do is go to your profile, I mean to set up your profile. I already have a profile all set up, but basically you're putting in information about you. So, you're talking about your current job, your past jobs, your education there's also recommendations on here. So, if people really liked your work or maybe a professor liked you as a student, you can ask them to do a brief recommendation and then that will be posted on your profile. So, that's nice to have on there. Then it has how many connections you have.
And then it goes into you can write a little summary about yourself and your experience.
So, this is pretty much like your resume and you're inputting all this information yourself. And then as you scroll down, you can see I have some recommendations from folks. And then at the very bottom there are groups that you can join also. We have a group called the Chico State Career Center group, which I'll show you in just a minute. Oh, here's my groups, on the right hand side. Just like a lot of networking sites, I don't know if you've been on Facebook in the last week or so, but you've noticed that Facebook has changed their look. Okay, and they changed it just a while back. Well, this is new to me because just this morning I was on this and my groups were on the bottom and now they're on the right hand side. So, sometimes you have to get familiar with what changes they make. But these are just different groups that I joined and one reason I joined them is because I want to meet more people in that industry to help students or alums of Chico State. For instance, their Sports Industry Network is one of the groups. So I have students come in and they want to get interested in Sports Industry and that's a group of people who are in that industry or people who are interested in that industry. Yes?

Student: Inaudible question
Presenter: You know what I don't think you can input it. I think the way it, it's one of two ways. You can say to somebody, I would appreciate it if you can write a recommendation for me, or somebody says, I like your work, I would like to write a recommendation for you so. Absolutely. So, instead of a long more like letter recommendation, these are more like paragraphs. But that was a really good question, because if somebody's already said something really positive about you, you could reach out to them and say, would you mind posting this into my Linked In account so that it will show up there? When it does get posted, this is an important feature, too, is it gives you a chance to read it before it goes live, which is nice. It's a screening device because if somebody said something not so nice, or misspelled a word, or it wasn't appropriate, whatever reason, you don't have to post that. So, anyway, the profile, I'm not going to spend too much time here. Most of you know how to do a profile. But what it does down here is it will tell you what percentage of your profile you've completed. So in other words, Linked In is saying it's more complete when you have a picture. Some people don't have a picture; it's just that silhouette look. And there's a lot of people in a group called the Silhouettes. It doesn't give any reference to who you are. I mean, at least find some picture, and be careful of your pictures, because you don't want a Facebook type picture out on the town. You want a professional looking picture on there. So that also putting in all your jobs, putting in complete information, you're going to end up with 100% profile. But when you start it may only be 50 or 60% and it'll tell you what other features to put in to get closer to 100%. You don't have to have 100%, but it's saying when people start finding you they want to get a pretty good glimpse about who you are. Now sometimes when I talk to students about joining Linked In because they say well, why should I join it, not that many people, I don't have that many contacts and I'm going to start with zero, or Ken you're going to be my first contact. Well, my answer to that is I want you to start developing your contacts so when you are in your industry you have more. But also, people are, you can find people in your industry. So, they may not find you, but you can reach out to them. Does that make sense?
So, let's go up into contacts. These are my contacts. Basically what I want to get at here is if you become a contact, if you say Ken, will you be my contact on Linked In, it's like an invite. I have the choice to say yes or no. What I suggest for you all that are here today is that you say to me in an email, or through the Linked In site. Say Ken, I was at your seminar at Chico State, would you be my contact on Linked In? Because I like to accept people that I've met or that I've talked to on the phone, not just some, you know, take on everybody. So, then you say, I say yes, okay, now we're contacts. Now you get to see 777 contacts of mine. If you weren't in my contact list, you wouldn't get to see those. So, now you start looking through these and you go well Ken knows somebody in the entertainment business. This guy right here develops games for cell phones. If you are in the gaming industry and you wanted to meet the CEO of a company of somebody who develops games for cell phones, my buddy Rich would be a really good person to contact. He works out at Grass Valley but he works all over the world as far as what he's putting out there as a product. So, you may or may not say Rich, can you get me a job, but you might start out with an informational interview. Rich, how did you get to the point where you owned a company that develops games for cell phones? You don't start there, right? But he's built it up. So what tips could you give me as somebody starting in this profession to get into a position to work my way along in developing games, as an example? Okay, over here. If you knew somebody or somebody said hey, could you get a hold, I would like to get a hold of somebody, and you know their name but you don't know how to get a hold of them, you can search in here and see if they have a profile.
For instance, let's say that it's a past Chico State student and they're out in the world now and somebody said this person has been very successful out in the world, and you want to read about them, because I heard from somebody in our office, our director, that this gentleman, Maurice Baker, went to Chico State.
So here's Maurice's little background. We were talking about sports earlier, here look at this. Graduated from Chico State, he worked as a marketing research intern at Maloof Sports and Entertainment, which a lot of you know is the organization that owns the Sacramento Kings. So, he was an intern there and he also worked in the placement office at Chico State, and now, oh wait, past experience, he worked for the Cleveland Cavaliers, and now he's Group Events Specialist at the Los Angeles Clippers. So it's a nice progression of jobs he's gotten since he left Chico State. So now, guess what? We have a connection to the Los Angeles Clippers. Because he's an alum, and I think it's nice that alums usually reach back to us, you know, we all went to Chico State together. I went to Chico State, you're either at Chico State or graduating from Chico State and Maurice graduated from here. So the commonalities I think makes it easier to reach out to those people, because you might say well, what's Maurice going to say to me just because I'm a student here and I'm interested in sports? Why is he going to answer my call?
Well, guess what, you mentioned Chico State. That helps you break the ice a little bit with Maurice. Or, he knows Jamie Starmer, the director of the Chico State Career Center, you mention that Jamie knows you and he said it would be all right to reach out to you. So, you show that connection in there. So, the way to do that is you send a message on the right hand corner up here and then you write to Maurice and you write him a message.
The way it works though is you can't email him directly unless you get introduced, so I have to back up here. This is me over here. Actually Maurice and me are not direct contacts. He's listed as a two. So these two people can introduce me to Maurice. So this is how the Linked in thing works. How many of you know about six degrees of separation? Okay? That's kind of the theory here. I know two people who know him directly. So, I reach out to one of these two people directly and say will you please connect me to Maurice and that's how this whole connections works on the system. Questions out there?
Okay, I talked about groups. I mentioned that Chico State Career center has a group. One of the things about groups is it's not just looking for people within those groups; it's also looking at discussion items. So I put up a discussion item recently and talked about the value of study abroad experience from a recruiter's point of view. So, what I wanted to find out is when a recruiter reads a resume and they see that a student has gone to another country to study abroad, how does that look for them? You know, I think the answer is going to be is that the student jumped out of their comfort zone, they were willing to adapt to a new environment, they may speak another language. I haven't gotten responses back yet, but I'm waiting for that news to come in, because instead of me saying to you what I think recruiter's would say it's coming straight from the recruiter's mouth. So, and so company said this is how we look at study abroad because a lot of students here do study abroad and we want to highlight that on resumes to let the company know that you've done that experience. So, I put that up there. So there's discussion items and then there's responses back on the right hand side to other discussion items.
And then you can't also look at the members within the group and these are the members that are in there. So what we've been doing is we've been asking students to join the Chico State Career Center group, but we've also been asking employers to join. That way there's interface between you and the recruiter's directly. So, right now we have 172 members in there.

Student: With the groups, do you have to be invited to the group or can you just add yourself to it?

Presenter: The reason, basically there are some that are open, but what happens is it will go to the manager of that group. I happen to be the manager of this group, so if you said I want to be a member of this group, I'm going to get a message and it's going to say that you would like to be a member. I'm then going to go to your profile and I'm going to see that you're a student at Chico State and I'm going to say yes, he's valid to be in this group. Because we do run a screening device ourselves for the Chico State Career Center because we want it to be really full of Chico State Students, Chico State Alums and employers. Not just anybody out there who just want to be in the group. So yes, you're right, you would actually be, you would asked to be invited. What typically, not invited, to be included in that group, what typically happens is, because I've joined a lot of groups, it takes, usually it's within a day or two. They look at you and they say yes, he fits this profile of this group; we're going to say yes. Then on your profile you can decide whether or not you want all your group logos to show, some of them or none of them. For a while I started looking like a NASCAR because I had so many groups and I started hiding some of those logos because it just shows so many groups on there. I would suggest joining a few unless you're like me and you're networking a lot and you're connecting a lot of people for your job. But joining an industry relevant association, joining the Chico State Career Center, there's also a Chico State group in general, so a Chico State Alum group, which has, I think it's got a couple thousand members. So, that's another good group to join because it's not just the Career Center, it's actually alums who have graduated from here. Earlier we talked about jobs and whether there's a job board on here.
Oops let me go back up to home. The LinkedIn job board, I think personally, is pretty small, as far as the job board goes. So, I don't lead that many people to it because I feel like there's other avenues. We have our job board at Chico State, there's, you know, Craigslist and Monster and Career Builder and then there's industry specific job search boards out there. So, I'm not that excited yet. I'm not going to say it's not going to grow. And, I wouldn't say disregard it because there might be a great job on there, I just haven't found it to be very robust. But, I would definitely give it a look. Another thing you can do over here on this drop down where I went to people, you can go to companies.
So, if you wanted to research a company, somebody give me the name of a company they'd like to look up right now, Apple. Okay so, we're going to put in the company name and on the right hand side it says Apple, Inc., Apple Retail, Apple Computer, let's go with Apple Inc. We'll go with the overall company name. Okay, so what it does is it gives a brief description of Apple. Then it talks about what they do, their specialties. It talks about current employees and former employees. Let's go back up to current employees. See those three ones and then those two two's, so I know three people directly that work at Apple, and I know two more people that I'm one away from that my contacts know. Okay so, this is nice to know if you said well I'll get a hold of Ken because Ken's got some contacts at Apple. Maybe he can get them to talk to me about the position I found on the website. Or maybe he can get the resume in a different way than just through the Apple website. Okay so, that's part of why I do this because we have people on the inside there. Or, how did they get their positions? How did they get started at Apple? How did they get their foot in the door? How do they like working at Apple? It's like an informational interview.
And then you go down and you've got former employees, you've got new hires, people they recently hired. You've got recent promotions and changes. You've got popular profiles. Why do you think this one would be popular? Steve Jobs, yeah, you know why he would be popular.
So, if you wanted to research a company, somebody give me the name of a company they'd like to look up right now, Apple. Okay so, we're going to put in the company name and on the right hand side it says Apple, Inc., Apple Retail, Apple Computer, let's go with Apple Inc. We'll go with the overall company name. Okay, so what it does is it gives a brief description of Apple. Then it talks about what they do, their specialties. It talks about current employees and former employees. Let's go back up to current employees. See those three ones and then those two two's, so I know three people directly that work at Apple, and I know two more people that I'm one away from that my contacts know. Okay so, this is nice to know if you said well I'll get a hold of Ken because Ken's got some contacts at Apple. Maybe he can get them to talk to me about the position I found on the website. Or maybe he can get the resume in a different way than just through the Apple website. Okay so, that's part of why I do this because we have people on the inside there. Or, how did they get their positions? How did they get started at Apple? How did they get their foot in the door? How do they like working at Apple? It's like an informational interview.
Okay, down key statistics; top locations, San Francisco Bay Area, Austin, Texas, greater New York City area and Sacramento. They talk about the headquarters and they have 32,000 employees. And then they talk about when it was founded, their revenue, their website, so some basic information here about the company. The common job titles.
Then what I look at a lot, just because I want to see Chico State pop up here more and more, is right here, top schools that they recruit at. San Diego State pops up for Apple, not surprisingly since they're in Cupertino right next door. But, I've pulled some up where Chico State is in there and usually there's a list of schools. This is interesting they only have one school, usually it's three or four top schools that they recruit at. But it shows who they're looking at. It also has the median age, the male-female ratio, so, some good information about the company, stock information also. So it's a nice, quick look at company. Questions on that? You guys cool with that? I would say that if I got on here today and started a profile, I would just start reaching out right away because once you feel comfortable with your profile, I would start asking people I know, because a lot of students and alums will ask me, Ken, well how do I get started with this thing, I don't know where to start. I say, well, you can start with me. You can start with professors. You can start with past employers, current employers, family. You'll be amazed when you start talking to people, because you'll realize a lot of people know about Linked In or maybe already have a profile on it. So, just start inviting people that you know. Start with your inner, I call it the inner circle. Your inner circle are your people you already know directly, okay. And, it could be colleagues, people that you go to school with, people that you work with. Start building that way. And then what you'll see is you'll start seeing their contacts, right. So, then you can start researching other ways to get in touch with people. And I just found it to be a really easy site to navigate. Yes.

**Student:** Is there a way to identify Chico grads that work at Apple?

**Presenter:** Absolutely. Let me go into, oh, I'm sorry, on the right hand side, just off the screen just a tad, it says advanced search.
So, I'm going to put, I'm going to select advanced search. So, if I go down to school, I don't even need to type in Chico State or CSU Chico, or California State University, Chico, you can just type in Chico. And it's not going to be Chico High it's going to be California State University, Chico. So the school is Chico, so we know they're an alum. And then, you can put in Apple as the company.
And let's see what we come up with, 203 results. So, we have 203 Chico alums who have Apple in their profile. Now, I could've gotten even more detailed because what I didn't do is, I didn't say current position. You can say current, you can say past. So, Apple shows up in there somewhere, but, you can even be more specific. You can say current students; I mean current Chico alums that work at Apple. So, it's pretty, it's pretty nice how quickly that can happen. Then, I'm glad you brought that up because, if you look over here and it says Sort By, Sort By Relevance means how many times Apple showed up in their profile.
But, what I do, usually is, I don't go by Relevance, I drop down and go by Relationships because, what I'm looking for, I'm looking for number ones or number twos. There's also a thing called a three which means I know somebody who knows somebody who knows somebody, okay. But the ones and twos, the ones I have direct access to Gary Wong. If I open up Gary, Gary went to Chico State. I worked with him while he went to school here. If I open up his profile, there's Gary, and then, I scroll down and don't take down this email real quick, but here's Gary's email. This is not going to show up for you. It's going to show up for me because he's a number one for me. he's a direct contact. So I have, you know, direct email out to Gary, okay. So, that's pretty quick access. Okay so, then I look at there's a one, there's a one, there's a one, there's a one, all these folks. And then, we get into twos and so on, okay. So, that was a good question because what I tend to do is I tend to reach out to alums first. That's the first thing I usually research because after that commonality thing, instead of just finding people that work at Apple, why not go for Chico State alums that work at Apple and ask them some questions and ask them how to get in and ask them what they think of the company? So, it's pretty nice the way you can do that advance search on there. Anybody have a question about that?
See, you can break it down too, over here, the location, located in or near, so, if you say I want to be within 25 miles of this zip code, then I can search that way too. Let's do, let's do the Bay area here just because I want to see something here. And, if you wanted to research a specific title, does anybody have a specific job they'd like to do, specific job title?

**Student:** Event planner.

**Presenter:** Event planner, okay, thank you. So, event planner within the Bay area within 25 miles of where I used to live, which is San Jose.
Okay so, let's see what we got, oh and it's, and we did Chico alums too. And, we came up with six which is not bad because I only did 25 miles within San Jose Chico alum.

**Student:** Can we do Chico?

**Presenter:** Yeah we can do Chico. But this, the second person down there, Jenny Duntan [assumed spelling] she's a three but she's the Event coordinator at Monterey Bay Aquarium. That's a pretty good person to know.
Do I know her? Any hands? Who says I know her? One person, okay. Who says I don't know her? Raise your hand. Okay, I don't know her because she's a three. Well, I could still know her. We may not be connected yet. In fact, yesterday was funny, I was doing research on Linked In, and I found somebody I knew personally and she was a three. But I know her already we just haven't connected on Link In to become ones. So, I could know her. But, I personally don't know Jenny.
But, if you go down here to the right side, all these folks that I know, know Jenny's connections and then you get to Jenny. So I, let's say I select Jason Tracey. He works for Pebble Beach. I say Jason can you introduce me to Jenny via one of her connections that you know? So, it takes a little bit longer, but most people follow through on this because it doesn't take that long to zip off would you please, you know, if this can he's trying to help us do at Chico State. When Jenny gets that message, what do you think she's going to do? Is she going to disregard us after graduating from here? We might have helped her get that career going. So, she's probably going to say what can I do for you? Or, maybe I can help you, what's the question? What are you trying to do here? If people don't follow through for you, then you start to wonder, maybe I'm not going to go to them first, maybe they're too busy. So, I had a choice. I can ask all these people, but, usually I just choose the one I think I know the best or is going to work the quickest for me, usually it's within a couple days. But, you can see the pending requests out there and you can keep track of that. If Jason doesn't come through, which I would very well doubt, I think he would come through very quickly, but if he didn't I could drop down and pick somebody else to go through because a lot of times we have time sensitive issues. If you're applying for a job, and the deadline's in two weeks and you're trying to learn information about that company to drop into your cover letter, we don't have a lot of time here. You need to get a hold of that company within the next week or so to get your cover letter finished and get it off. So, you know, sometimes it's good, even for me, I feel, to put in there, you know, I need this information fairly quickly for the student, you know, because he's applying fairly soon, if it's that kind of situation.
But, it's just amazing how quickly we can get to these people, but, I heard somebody say they wanted to work with Chico as an area instead of the Bay area. So, what kind of job offer are we looking for in Chico? Do we want to limit it to alums or should we just do event planner? Okay,
I'm glad this came up actually because you can see these and there's no picture and there's not much information here. And, what happens at the very top, you see it says private. So, that's another thing you can do on your profile is you can keep it very simple and keep people away from reading a lot of information about you. Some people choose to do that that's their choice. I personally feel like, you know, maybe if I don't want to network a whole lot, maybe I want some presence here but I'm not a major networker or I don't have a lot of time, I might put this up in a private mode. But, I personally want people to know more about me so they see why they would connect with me. But, that is people's choice. So, you don't have a lot to go with on this one because it doesn't give you much information. And, the other one looks like it was private too. Yep, it's also private. But, what it does tell you is that Eco Ever After; it gives you the name of the company that this person works for. So, even that's a lead. That's an event planning company, you know, at least it gives you some information there to start with. And then, you can research out from there. Anybody else want to do another search before we move on to something else?
Okay so, we're going for software engineer. And we're going for Chico alums. Do you happen to know a zip code down there? Okay, that's okay because look what it has. It has look up right here. [ Silence ] So, what I do is I just take the zip code, copy it, go back and paste it in here. [ Silence ]
That's two three, okay, software engineer, Chico, okay we ended up with 109, okay. And, once again I, right now it's set up under Relationship, so I don't have any ones but I have quite a few, I have a number of twos set up in here. So, we go to one other person to get a hold of them, okay. But that's a pretty fair amount being that that was within 35 miles of Sacramento, software engineer alums. That's a fair number.
So, get introduced through a connection over here.
So, I'm glad you brought this up too because it say dear Ben Scott. It's from Ken Mass. And then, I'm going to choose a subject matter here. Why am I getting a hold of him in a category? It might just be expertise request. I want to find out how you got into this industry. So, I want to know what you know about the industry, what you know about the company. So, I'm just kind of picking his brain. But actually, I'm picking it for you or I'm going to interview you so you can pick his brain. So then, I'm going to write a short little message to Ben saying I'm working with a student at Chico State. He needs, he would like some information, how to break into the industry down in Sacramento area. Pretty basic, two sentences, maybe a paragraph.
And then, this is the sentence that I write to my contact who knows Ben. So, I say Kevin, can you please get this message to your contact which is Ben? But, I know Kevin. So, I'm going to say hey Kevin please pass this on I appreciate it. I'm trying to help a student at Chico State. Does that sound pretty simple? Okay so, that's how it works. And, people, like I said, they usually move pretty fast on here. I didn't, I'm just going to sum up in a few minutes, but, I did want to go over. When you set up your profile, there are about eight categories that you can put in what you're interested in being, why you are interested in networking. For instance, you're looking for a job. You're interested in learning about your field. So that, if you're not looking for a job, you don't have to put that in, so, if somebody contacts you and says hey I have a job offer for you, you can politely say, if you look at my profile I didn't select jobs because I'm not currently looking. So, I think, it's really important to look at people's profiles and see what it is that they selected at the bottom of their profile.
So, I'm going to show you right now. I personally think if there's one thing that I would like to change on LinkedIn, it would be put these contacts in at the very top. Because why should I bug you for a job or apply for a job with my company if you're not interested? So, if you pay attention to these, some people have, this person has seven, some people have one that you can select how many different reasons why somebody would contact you. So, job inquiry is correct is new ventures. You know, if somebody's not interested in going into a business together, they're not going to put this one. Some people are just getting back in touch. Well, one I do pick on the most though, a lot of people will select expertise request. I'm just going in to find out some information from them. That could be a little uncomfortable, a little awkward there, absolutely. I'm going to wrap up here in a few minutes so I want to make sure we have any other questions answered. Questions out there? I do want to touch on your note though that you brought up earlier before we started. We do have somebody in the audience here that talked about wanting to relocate from this area up to Seattle. And, we work a lot with Chico, Sacramento, Bay area, because that's where a lot of our students come from. That's where a lot of alums end up relocating to, close to family. It doesn't mean we don't have people all over the country and all over the world. In fact, all over the world's an interesting one because I went on LinkedIn and typed in different countries and put in Chico alums, we have Chico alums all over the place. We have them in Germany and we have them in Switzerland and we have them in New Zealand. It's kind of fun to see where Chico people ended up. But, for this alum that's in the audience today, you can go in and start searching Seattle and you can still use that Chico alum factor because, I'm sure, we've got, you know, alums in Seattle. So, it's a way for you to start networking with another area when we personally may not know as many people in Seattle. But, through LinkedIn, you're going to find people in Seattle. So, it's a nice way without having to fly up there and start connecting with people to start reaching out. I think it will work for you. And, you know, you can utilize contacts through me to get a hold of them if I'm a two or a three or whatever. It takes a little bit of time, but, I find that job searches right now, sometimes people come to me and say, I've been on Monster. I've been applying for jobs like crazy and I'm getting no responses. So, they get very frustrated. I would start networking