

## MAY NETWORKING SOCIAL

Chamber will host another networking social event on May 21st at 6:30 pm at The Tampa Club in downtown Tampa. Quarterly Socials are very popular among regular attendees and something that is looked forward to. Attendees get an opportunity to network with others in a relaxed setting and the extended time provides more opportunity to meet people and make build lasting relationships.

This month, the location is The Tampa Club, located at 101 E Kennedy Blvd #4200, Tampa, FL 33602 (42nd floor of the Bank of America building in Downtown Tampa). The Tampa Club is an exclusive member owned private club. It's a perfect



place for gathering for a meeting in the morning, lunch or an after work gathering spot for cocktails and conversation. It's where members socialize with family and friends while taking in the panoramic views available only at the Tampa's highest accessible point. This is the perfect setting for expanding your perspective, meeting likeminded members and enjoying Tampa's richest mix of business and pleasure.

Attending this event will also be an opportunity for people to experience this exclusive venue which is otherwise available only to its members.

As always, we encourage that you come prepared for some meaningful networking at this free event. No RSVP is required and hors d'oeuvres will be served. We hope to see you there.



## FOR ENTREPRENEURS

(EXCERPT FROM HARVEY MACKAY'S COLUMN)



By Harvey Mackay

Ever since I was a kid, I wanted to be an entrepreneur. I still have trouble spelling the word, but I didn't let that stop me.

I've always believed that entrepreneurs are the unsung heroes of our economy.

They're the ones who start the companies that create the majority of new jobs.

The term "entrepreneur" originally meant a person who led a military expedition. It has come to mean an innovative, creative leader who undertakes a risky venture in the hope of creating wealth and capital.

Entrepreneurs are a distinct group. They often like to lead the pack. Fulfillment often means more to them than money. Entrepreneurs believe in making things happen. They are seldom content. They're constantly looking for new things. They have faith in their ideas and are risk takers.

In short, they aren't satisfied with the status quo. They need to change, improve, innovate and invent.

Maybe you don't want to start your own company. Maybe you aren't ready to strike out on your own. Maybe the economic climate makes financing tough. Maybe you need a little more time to develop your idea. I understand that. I toiled for a few years at an established company to prepare myself.

But you undoubtedly want to be the master of your own career. You can let your entrepreneurial spirit come through whether you are your own boss or not. You can cut your entrepreneurial teeth at jobs that present opportunities for innovative thinking and management experience. Companies large and small will always find room for employees with attitudes and abilities that will advance their goals. It's a win-win situation to be sure.

Here's some valuable advice that's useful for anyone wanting to get ahead. You can apply these tips

to your career, and your life, whatever your path might be:

- Network. The more people you know, in your business and outside of it, the more sources of information, advice and support you have to rely on. The more you exercise your networking muscles, the stronger they get – and the easier networking becomes.
- Don't listen to naysayers. Some people will always say you can't succeed. Listen to everyone, but don't pay undue attention to "friends" with negative attitudes.
- Think creatively. Entrepreneurs succeed by finding new solutions to old problems. Don't repeat what everyone else has already accomplished. Instead, look for ways to achieve something different.
- Learn from mistakes. You're going to make them. Most successful people fail from time to time, but they don't let setbacks stop them. Commit yourself to learning from your mistakes so you don't make them again.
- Be honest. No matter what you're engaged in, you need associates, friends, employees, investors and other stakeholders to trust your word. Tell the truth at all times to build solid relationships.
- Be flexible. No matter how good your ideas are, or how committed you are to your goals, remember that things change. Be ready to modify your plans so you can take advantage of opportunities that present themselves.
- Find a mentor (or two or three). Seek talented people willing to share their expertise and wisdom. You can't know everything, especially when you're starting out, so an experienced mentor can supply guidance that will help you avoid the obvious mistakes.

**Mackay's Moral:** *Entrepreneurship is living a few years of your life like most people won't, so that you can spend the rest of your life like most people can't.*



## Upcoming Indo-US Chamber Events:

### Business Social & Networking Event

Date: Wednesday, May 21st 2014

Time: 6:30 PM – 8:30 PM

Location: The Tampa Club 101 E Kennedy Blvd #4200, Tampa, FL 33602

(42nd floor of the Bank of America building in Downtown Tampa)

This is a free event. Space is limited.

### Business & Networking Event:

Date: Wednesday, June 18th, 2014

Time: 6:30 PM – 8:30 PM

Location: Tampa International Airport

This is a FREE event. No RSVP required.

## INDO-US CHAMBER MISSION

*"To provide an active forum in which Asian American professionals and business owners, through an exchange of ideas, with a unified voice, can communicate, interact, and secure a position within the business industry and become a source of inspiration by promoting professionalism and excellence through education and community involvement."*

## INDO-US CHAMBER OF COMMERCE EXECUTIVE COMMITTEE

- |                  |                    |
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## Effective networking

By Carl Natale

Networking events offer a great opportunity to get to know who's in your community and introduce yourself as well as start to build a relationship with them. The right way to do it is more than just passing out your business cards and a firm handshake. Take a killer elevator pitch.

You know the theory. If you happen to share an elevator ride with a potential investor, client or employer, you only have the time it takes to get to their floor to make your sales pitch.

Probably the most important thing to remember is not to say what you do but what value your employer or clients get from you. Would you rather speak to someone who says "I sell business insurance" or "I help businesses prevent disasters"? Yes, it's semantics peppered with hubris. Again I ask. Who is more likely to interest you?

Almost as important as what you bring is what you should check at the door. I'm talking about the traits and tendencies that will get in the way as you make your way around the room. You want to stand out for all the right reasons.

### Shyness

The great thing about being at a networking event is that everyone is there to network. They want to meet people like you because you want to meet people like them. Circular logic I know. But it works very well.

So relax. Just introduce yourself and give them your best elevator pitch.

### An empty hand

Grab a drink. I'm not recommending alcohol. That's your choice. It doesn't affect everyone the same way. But a drink helps you two ways.

First, it gives you something to do with one hand. Makes you look more relaxed which will help you relax. That will make it easier for you to mix.

Second, you're probably going to be talking more than usual. You're mouth will get a bit

dry. A little hydration will help you speak more naturally.

### Awkward silence

So what do you do after you've exchanged elevator pitches and don't seem to have much more to say? Try these five questions to keep the conversation rolling:

- What do you like most about what you do?
- You mentioned that you were in [industry]. What got you started in that direction?
- Where else do you usually network?
- What are some of your biggest challenges?

### How can I help you?

These questions are a great way to keep people talking and to learn something. If you find yourself going through all five questions without much input from yourself, they're going to remember you as a great conversationalist.

### Your sales pitch

I know the real reason you're going is to build business. And the people in the room want to build business. So why can't we make a deal or two?

That's the equivalent of a one-night stand instead of a lasting, meaningful relationship.

These events are chances to start relationships. Once you leave the event, you have the opportunity to keep in touch with people

### After the event

Like I said, this is the start of a relationship so you're not done networking once you leave the room.

- Review your cards: I tell my fiancé about the people I meet and show her the cards I collect. This helps reinforce my memories of the meetings.
- Create a database of contacts: I enter their card information and link to their social media profiles in Gmail's contacts. I can sync that up to



the Contact app on my iPod Touch so I have the names with me. Choose the contact manager that works best for your organizational style.

- Put a face to their entry: If I find a social media profile – LinkedIn or Facebook – it's very likely there's a photo. Gmail lets me link from their photo to the Contacts entry. It helps me remember who they are.
- Follow through: You need to keep contact with the people you meet. Don't rely on catching up with them at the next event. It's probably impossible to do this for everyone who gives you a card. So contact only the people you create the strongest connections with. Or follow up with the people you meet for the second time at an event. Create a strategy you can maintain.
- Don't spam: Yes, I said it's important to database these introductions and keep in contact. That doesn't mean they want your company newsletter or sales pitches. A business card is not an opt-in transaction. If you are going to follow up, be human.
- Repeat: Keep it up. These events become much easier the more times you do it. Mostly because you start recognizing people and you enjoy catching up with them. That familiarity will give you the confidence to keep meeting new people.

SAVE THE DATE

# THE 2014 BANYAN BALL

SEPTEMBER 6TH, 2014

The Chamber is pleased to announce that our annual gala event, the Banyan Ball will be held on September 6th at the Hilton Tampa Downtown.

Visit our website for details.

## Started or starting a new Business?

If you have started a new business or planning to start one, chamber events are perfect places to share experiences and learn from others. Indo-US chamber events and the relationships built there provides access to entrepreneurs, seasoned and successful business people, and an open forum for you to discuss your ideas, expand on them and to collaborate. The events are free and so is the membership. We urge you to come out and be a part of it. Together, the future is ours.

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