



LOUISIANA TECHNOLOGY PARK

Home to Louisiana Entrepreneurs

ENews

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Building Networking Skills Can Pay Big Dividends for Entrepreneurs

No time for networking? If you are an entrepreneur, you have no time not to network! Networking can help you build an immense cache of contacts and information about your industry, clients, employees, investments, housing, medical needs and basically anything you can think of. [Scott Ginsberg](#), a.k.a. "The Nametag Guy," is perhaps the ultimate networker. He built his practice of always wearing a nametag into a tremendous network of contacts and then into a career as an expert and author of *Hello My Name is Scott*.



Don't know where to start?

Some tips:

If the thought of networking sends you running or you think networking means handing out business cards to everyone you meet, try out the more strategic techniques in Ginsberg's blog entry "[51 Tips for Networking](#)."

Check out small business networking groups through the [Baton Rouge Area Chamber](#).

Get involved in a non-profit about which you are passionate. They will be eternally grateful for your help and you'll meet like-minded interesting people.

Consider joining specialized networking groups such as [Entrepreneurs' Organization](#) (EO), [Rotary](#), [Junior League](#), [Woman's Council](#) or [Forum 35](#). Look for an organization that offers its members business networking, social events and community activism.

So get out of the office, get some fresh air, and start saying "Hi, my name is." You never know who you're going to meet.



Technology on Vacation: Getting Away or Staying in Touch?

If you are taking your BlackBerry and laptop on this year's vacation, going away may not be the getaway you need. It is so easy to take work on the road that many people argue we have lost the opportunity to unplug and relax. But when you are the owner of a small business, taking time off - even a few days - seems almost impossible.

Tech Park member Buddy Newton, vice president of [Enta](#) and proud father of two small children, never believed in Personal Digital Assistants (PDAs) - until he got one. "It allows me to leave the office and still keep tabs," Newton explained. "In January, I went to Disney World with my family. In fact, it allowed us to go with my parents; my dad is president of the company. We secured our company's financing while walking into Animal Kingdom. We were on the PDAs talking to lawyers and accountants, doing deals and passing our phones back and forth. I went on vacation with my family during July 4th and because of my PDA, I knew I didn't have to worry about my company."

But while laptops, cell phones and PDAs allow you to do business on the road, they've virtually eliminated time off. That can be unproductive according to Joe Robinson, author of the book [Work to Live: The Guide to Getting a Life](#). Robinson asserts that "besides dramatically cutting the risk of heart disease, vacations have a number of other health benefits. Vacations have been shown to cure burnout, the last stage of chronic stress."

Mary Howard, L.C.S.W., a social worker who has worked extensively with executives and their family lives, advises that you think twice before you run out to buy the new iPhone to take on your vacation. "Taking a break from the office and work by deciding to put down the PDA on vacation not only reaps personal benefits," says Howard, "our families and children need to know that there is a time to work and a time to relax. By making the choice to give our families undivided attention during 'play' time, we model balance for our children, who will have their own technology challenges in the future."

If you need to make that big deal from the road, go ahead. Just be sure to fit some unplugged time into your vacation so you come back with your batteries recharged.

Could You Use a \$4,000 Grant?

We are offering \$4,000 grants to companies that successfully complete the admissions process to become a member of the Incubator. Those that make the grade will not only be offered entrance to the incubator, but also will be given cold, hard cash!

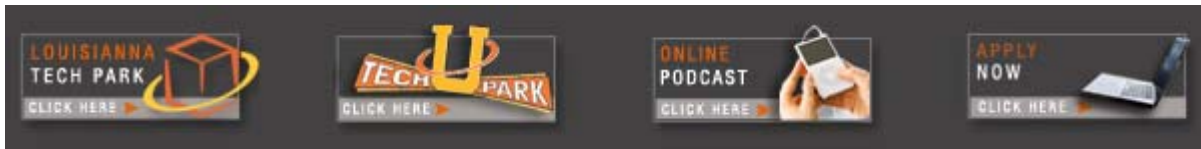
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