# Building & Maintaining Networks

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## Industry Topic Leader

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<th>HOLLY CRAIG, Co-founder &amp; VP, Stratonics, Inc., CSULB B.S. Electrical Engineering</th>
<th>Partner</th>
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<tr>
<td>LISA STAR, CSULB Civil Eng Associate Professor &amp; Dept Chair, UCLA Ph.D., Civil and Geotechnical Engineering</td>
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<tr>
<th>RACHEL MARCOTTE, Distribution Engineer, SCE CSULB, B.S. Electrical Engineering</th>
<th>STELLA TALVERDI, Project Manager, So Cal Gas CSULB, Chemical Engineering</th>
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<th>JESSICA SCHLICTING, Account Manager at Shell, University of Wyoming B.S. Chemical Engineering</th>
<th>JOYCE HUANG, Distribution Engineer at Southern California Edison (SCE), UC Berkeley B.S. Mechanical Engineering</th>
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<th>SHASTA CULP, Sr. Vice President, Anser Advisory Cal Poly Pomona, B.S. Electrical Engineering</th>
<th>RACHEL HENNING, Structural Analysis Engineer, Boeing Iowa State University, B.S. Aerospace Engineering</th>
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<th>AMANDA CHRISTIDIS, Electrical Engineer, SCE CSULB B.S. Mechanical Engineering</th>
<th>KIMMY CRAWFORD, Sukut Construction LLC Southern Methodist Univ, B.S. Civil Engineering</th>
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<th>MACKENZIE THOMPSON, R&amp;D Manager, Dreamworks Animation, CSU Northridge B.S. Computer Science</th>
<th>JELENA TRAJKOVIC, CSULB Assistant Professor, Faculty UCI, M.S. &amp; Ph.D. Information &amp; Computer Science</th>
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100+ Women Strong Workshop
March 19, 2021
Building & Maintaining Networks

Holly Craig – CFO/VP Stratonics, Inc., BSEE
Lisa M. Star, Ph.D. - Associate Prof. and Acting Dept. Chair

100+ Women Strong Workshop
March 19, 2021
Holly Craig, Co-founder/VP, Stratonics, Inc.

Multiple Steps & Paths to Success

Education
B.S. EE CSULB (1984)

Internships
CSULB HR Admin Office > support staff
Metallurgical Sciences, Inc. > lab technician
CA State Land Commission & THUMS Oil Company > petroleum support engineer
Spectron, Inc. > lab technician

Work History
Spectron, Inc., Engineer (hi-tech R&D measurement equipment)
Perkin-Elmer, Program Manager (R&D missile correlation program)
Advanced International Systems, Inc. Project Engineer (laser angioplasty medical device)

Co-Founder/VP of Stratonics, Inc. (1992 - Present)
Developer of high temperature sensors for additive manufacturing (3D printing)
Background
Lisa M. Star, Ph.D.

- **Education**
  - B.S. Civil Engineering (2006)
  - M.S. and Ph.D. in Geotechnical Engineering from UCLA (2011)

- **Activities**
  - Student Professional Societies – EERI, ASCE

- **Early Career**
  - Undergraduate Research Assistant
  - Field Technician - Kleinfelder Inc.
  - Graduate Research Assistant
  - Teaching Assistant

- **Current**
  - Associate Professor and Acting Department Chair
  - Teaching, Research, and Administration
The Importance of Networking

The key to career advancement

Communication & Connections = Success

Majority of professionals want to network
- Share their knowledge and advance others or expand their own network
- Eliminate preconceived notions > young & old, men & women, position & status
- Treat everyone with respect > they may have a future effect on you

Networking is instrumental to your career and growth
- Allows you access to unknown opportunities & provides options
- Provides insight into different fields, information on what potential employers look for & advice on how you can improve professionally
- Establish relationships that will promote you
- Great achievements are only valuable if they are noticed >> get in front of the line

Referrals are the number one source of new hires!
Steps to Connect >> Dedicate Time & Effort

Establish your presence through resume, LinkedIn profile, personal website
- Defines your strengths, experience, interests and lays groundwork for conversation
- Be professional in your public social media

Maximize your interactions
- Be diligent: take the time to know their background, accomplishments, organization
- Be intentional: visit company, internship/job possibilities, info on their work
- Be proactive: cultivate your network continuously to maintain beneficial connections

Start right now with immediate personal connections
- Professors, other students, workplace colleagues

Networking in the digital age – the world of people is at your fingertips
- Within an area of interest: on-line webinars & conferences, industry blogs, magazines, email subscription newsletters, Instagram, Linked In

Seek out networking events
- Conferences are fabulous for meeting people and learning about companies and technology

*Socializing in person is still your best chance of creating a successful network.*
Step Outside Your Comfort Zone!

Consider the following and share your experience, comments, or questions

- Have you started to reach out beyond your inner circle?
  If yes, with whom, if no, why not?

- Can you make a list of people that you can begin this process with?
  Professors, recent graduates, professionals in your area of interest

- Consider your planned approach to interact

*Step so far outside your comfort zone that you forget how to get back.*
*If it doesn’t challenge you, it doesn’t change you.*
Your First Task

“\textit{It IS about what you know but ALSO who you know!}”

Communication & creating connections are vital skills that can be learned

Your first task….connect with me

- Let me know you participated and your thoughts about the session
- Ask additional questions regarding networking
- Review my website and ask questions about my technical area

Email >> Call >> Connect on LinkedIn
Thanks for Attending!

- We hope you enjoyed connecting with industry partners and each other.
- Thanks to our presenters for sharing their experiences and wisdom.
- Please fill out the **brief post-event survey** that will pop up when leaving the workshop to help us plan future events.
- Also be sure to enter **your mailing address** to receive a Pentel mechanical pencil and other swag.