

F. Y. I.

A Monthly Newsletter to Inform and Entertain Our Clients

Some Say Our Newsletter is a BA,
MS and PhD* in an Envelope...

(*Brilliant Article, Marvelous Satire and Phenomenal Discussion)



...Everything But The BS

Inside:

Congratulations to Mom & Dad, too

Helping Your Grad Find a Job

Taking Charge of Professional Development

The Perfect Response to the Rejection Letter

Congratulations to The Parents of This Year's Graduates

Congratulations to those of you who are parents, like Linda and me, of a son or daughter who is graduating from college this month. While the time seems to have flown by, it has been a long road, starting with those first college visits, submission of applications, and of course, all the tuition bills. So while you should be proud of your son or daughter for their accomplishment, don't forget to pat yourself on the back for all of the support, both financial and emotional, you provided during their journey.



Help Your College Grad Find A Job

The joy of a son or daughter's graduation from college (no more tuition to pay!) can quickly turn to anxiety when your new grad doesn't land his or her first job right away. The job market for recent graduates is tough these days, but that's no reason for either you or your child to lose hope.

Here's how to give your son or daughter a gentle nudge and reclaim your empty nest:

- **Set some ground rules.** When your child moves home, agree on your expectations. You may want to discuss such issues as rent, chores, and general behavior, as well as a timeline for finding a job. Don't be dictatorial, but don't make home life so comfortable that your kid has little motivation to move out.
- **Offer reasonable assistance.** You don't want to do everything, but you can work with your new grad on job-hunting tips. Review his or her résumé (don't write it yourself), discuss strategy, and help your child set a definite direction.
- **Encourage networking.** Networking gets your new tenant out of the house, and it expands his or her chances of making a contact that might lead to a job. Make a few introductions of your own to get started. And remember that online sites like LinkedIn and even Facebook can be useful networking tools, so don't assume that time on the computer is just about playing games.



- **Boost morale.** The job hunt can be long and difficult, so don't let it get your child down. Remind your job-hunting child about his or her past successes; express your confidence that the right job (or at least a "starter" job) is out there.
- **Don't nag.** Chances are your adult children are just as eager to get started with their post-college lives as you are to have your house back. Keep up with their progress, but don't hound them about what they've done today. As long as they're making a sincere effort, give them the support they need, not constant criticism.

Taking Charge of Professional Development

Your grad's new employer may offer some job-specific training, but in the long run he/she will be responsible for his/her own professional development.

To keep career skills sharp, follow this advice:

- ✓ **Read widely.** Look for books and articles with fresh points of view that will open your mind to new professional techniques and innovative ways of looking at the world.
- ✓ **Join up.** Look for professional organizations that relate to your job, your industry, and where you want to go in the future. Attend their meetings, volunteer to help with their events, and participate actively.
- ✓ **Network.** Joining professional organizations is one way to expand your network. Look for other ways to make meaningful contacts inside your industry and beyond. Listen to their ideas and advice.
- ✓ **Embrace technology.** Don't be a Luddite. Invest in a smartphone and other tools that the rest of the workforce is already using. Getting comfortable with high tech will help your mind grow and become more adaptable and increase your efficiency.
- ✓ **Challenge yourself.** Look for opportunities to get out of your comfort zone. Take on a stretch assignment, or speak at a conference. You'll learn and grow by doing something different.

A Little Graduation Humor

As tough and discouraging as it is at this time for many college graduates to find a job, I might suggest a slightly different approach to dealing with the dreaded rejection letter...

Dear Sir/Madam,

Thank you for your recent letter. After careful consideration I regret to inform you that I am unable to accept your refusal to offer me employment with your firm.

This year I have been particularly fortunate in receiving an unusually large number of rejection letters. With such a varied and promising field of candidates it is impossible for me to accept all refusals.

Despite your company's outstanding qualifications and previous experience in rejecting applicants, I find that your rejection does not meet my needs at this time. Therefore I will initiate employment with your firm immediately following graduation. I look forward to seeing you then.

Sincerely, XXXXXXXX

Monthly Quotes

"I have never let my schooling interfere with my education."
– **Mark Twain**

"I would rather entertain and hope that people learned something than educate people and hope they were entertained."
– **Walt Disney**

"Education is what remains after one has forgotten everything he learned in school."
– **Albert Einstein**

"Formal education will make you a living; self-education will make you a fortune."
– **Jim Rohn**

MARK YOUR APRIL CALENDAR ...

May 1 Law Day
May 8 National Teacher Day
May 13 Mother's Day
May 28 Memorial Day

Be kind to Animals Week – **May 6 - 12**
National Police Week – **May 13 - 19**
National Women's Health Week – **May 13 - 19**

ALS Awareness Month

Healthy Vision Month

National Hamburger Month

Graduate From Your Old, Crowded Racks To a Better, Smarter Server Enclosure

Now is the time to make the switch from your crowded, poorly designed server racks to a truly better server enclosure – intelligently designed cabinets from a company that is *obsessively* customer focused and has quietly become the ***premier cabinet manufacturer in the industry.***

Allow me to introduce you to our newest product line from ***Great Lakes Case & Cabinet.*** This is a company that truly impresses me! Let me tell you why...

Having been around for over 43 years, and if I do say so myself, having a pretty good reputation as a VAR, I frequently get calls from manufacturers asking ***Revco*** to represent their products. Some are good; some not so good. But, for me to take on a new line, I have to be convinced that the product is best in class and the company behind it is first rate. After all, it's my reputation on the line; my clients expect the best and anything less won't be tolerated. So, when I got a call from a guy I know asking me to take a look at the ***Great Lakes*** line, I was cautious. After all, there are many cabinet makers out there and a lot of cabinets that are, well, just not very good. However, I took a close look.

I meet with the factory rep and examined the product line. But, most importantly, I spoke to existing customers. As it



GREAT LAKES
CASE & CABINET
Invest in Solid Engineering

turns out, some of *my very own clients* were already using ***Great Lakes*** cabinets...and they really liked them. That meant more to me than anything else. So I did some more digging and here is what I learned about this “great” company...

- Family owned business – *pride in what they do*
- Maintain \$7 million in product inventory – *most items in stock and ready to go*
- Most orders ship in 24-48 hours! – *get it fast*
- Very wide selection of models and sizes – *they have what you need*
- Customization is their specialty - *create exactly what you want*
- Broad list of cable & thermal management, power, shelving & lock options – *more choices for you*
- All components factory installed where you want them – *no need to spend a lot of your time on installation*
- Very sophisticated list of thermal management options including water-cooled enclosures, hot/cold-aisle containment, chimneys, air management systems, etc. – *find a solution to a tough problem*
- First rate customer support, manufacturing & traffic departments assure your order is correct, arrives safely and on time, every time!
- special freight handling not a problem – *no headaches*

Compare your rack manufacturer to ***Great Lakes*** to see how they compare. Then, let me show you how you can graduate to a better server cabinet. I'll even send you a rack for evaluation and, if you are up for it, arrange for a factory tour. I am convinced you will be impressed with ***Great Lakes***, too.

REVCO

800-500-1346

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