

FROM THE FRIGID
DARKNESS BENEATH
ICEBERGS...

TO THE DEEPEST
REACHES MANKIND
HAS EVER EXPLORED.

LAS VEGAS BUSINESS PRESS

Monday, February 11, 2008

[Home](#) | [News](#) | [Opinion](#) | [Classifieds](#) | [Search](#) | [Contact Us](#)

Our Food & Dining
section has what
you're searching for.
reviewjournal.com/dining



News

News Update

Business Wire

Press Releases

Economy

Business Life

Opinion

Legal Center

Classifieds

Executive Calendar

Networking Calendar

Subscribe

Archives

Contact Us

Links

Media Kit

Home

SPONSORED LINKS

The Art of Networking

In time-starved business world, meeting the right people is an end unto itself

BY BEN TINSLEY

Networking is more art than science, say the city's fast and furious practitioners.

It's the cornerstone of effective deal-making, and in many cases the lifeblood of a business.

It's the constant practice of meeting people, making friendships, incurring debts and offering favors. Successful networkers make their colleagues so grateful for their assistance they feel compelled to help them in return.

And, people who truly understand the art form develop instincts they never stop using, said Joel Jarvis, a producer of local networking events.

"Networking is about giving, not receiving," he says. "The giving facilitates the receiving. It never stops. Las Vegas is a 24/7 town for 24/7 networking."

The networking guru sponsors the e-newsletter called The Link, a Bible of sorts about where to go and what to do in Las Vegas' vibrant business community. The Link lists all the business networking events in a given week and is credited with allowing Las Vegas to keep their fingers on the pulse of the community.

Networking's most important tenet, Jarvis says, is to be selfless and selfish at



MIKE STOTTS | BUSINESS PRESS
Las Vegas networker Joel Jarvis, pictured at Main Street Station, is the founder of The Link, a subscriber-based Web portal that shows business professionals all the city's latest networking events.



Marketplace

Search Classifieds:

Featured Properties

\$235,000



Las Vegas, NV
Prudential
Americana Group
[More Details...](#)

[View all Featured Properties](#)

[\(What are these?\)](#)

Featured Properties

AARP Auto Insurance.

Save \$385 On Auto Insurance if You're Over 49. Free Quotes Today!

Because Love Lives On...

Diamonds created from carbon of your loved one as a precious memorial.

Scottrade - Official Site

\$7 trades, no share limit. In-depth research, no account maintenance.

Notre Dame Certificates

Earn an Executive Certificate from Notre Dame - Online! Enroll Now.

Kaplan University Online®

Kaplan University Online Degree Programs. Official Site. Apply Now!

Medical Hair Restoration

Book A Private Hair Consultation. Get Guaranteed Permanent Results.

the same time. Jarvis, who spends a lot of time at night combing e-mails and scanning the Internet for information, said it helps to be nice to people and give them a good impression.

"When you can do that -- when you can look someone in the eye and shake their hand -- that's when the rubber hits the road and every deal accelerates," he said.

The social interaction of face-to-face networking has certainly become crucial to successful young businesspeople, said Joanna Rodriguez, coordinator of the Vegas Young Professionals, a division of the Las Vegas Chamber of Commerce.

"We have mixers and events where we exchange business cards," she said. "The thing is I still go out with my friends, but it's a business focus and the emphasis is on my career. I think more than anything meeting people and getting connections is very valuable."

Jammie Hsu, another member of the young professionals, knows the value of networking. She and her cousin work for the marketing company she founded called Element 7. One day Hsu wants to start her own chain of Chinese restaurants.

"I met my roommate through this group," she said.

People are certainly hungry for information on how to interact, Jarvis agrees. His service currently has 25,000 active subscribers.

Jarvis said a good networker carries what is almost a Zen philosophy about doing things.

"You have to look at all the different concerns and opportunities," he said. "There's always someone looking for something different. When you come to people it's all about putting people together so they balance out one another. That's when you hit a home run and win a deal on many fronts."

Jarvis said the "smile and dial" method of networking only by phone or e-mail pales in comparison to the "in person" touch.

MIKE STOTTS | BUSINESS PRESS
Cara Hansen Roberts, director of public relations for the Las Vegas Chamber of Commerce, talks about the evolution of networking at the Las Vegas Preview at Thomas & Mack Center on Jan. 31.



MIKE STOTTS | BUSINESS PRESS
New forms of networking such as 5 Minute Networking and online networking help the new generation of business professionals make money, contacts and friends.

Download your free brochure here.

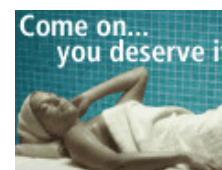
Ad Council SAMHSA Substance Abuse & Mental Health Services Administration

\$199,000

Las Vegas, NV
Las Vegas
Review Journal
Classifieds
[More Details...](#)

[View all
Featured
Properties](#)

[\(What are these?\)](#)



"What you're doing with networking is creating a personal relationship to do business," he said. "This isn't about slamming business cards to meet people. It's having a lot of friends and knowing people who can get things done. It's not about control. Networking plays a huge part in business and makes many things possible."

Cara Roberts, spokeswoman for the Las Vegas Chamber of Commerce, said the approach to networking is changing with the evolving age of new businesspeople. These entrepreneurs are changing the face of business and adding new dimensions and components, she said.

For instance, Roberts said, there are new facets and forms of networking such as 5 Minute Networking and online networking.

"There's a lot of value in the old school, developing friendships and seeing people at multiple events," Roberts said. "But innovations like 5 Minute Networking maximizes people's time so you can make multiple business connections within an hour. I also think it's a lot of fun. With online networking, it's something we intend to look at in the future."

Advocates of 5 Minute Networking say the speed-dating principle is very evident in the group's practices. People sign up in advance and enter their interests and who they are looking to meet, such as suppliers, vendors and new customers.

Andrea A. Dixon, group/catering sales coordinator for Best Western Mardi Gras Hotel & Casino, said she's a big fan of the 5 Minute Networking sessions the Las Vegas chamber sponsors. It's a newer type of practice, she said, but it yields results.

"Every time I go I make money. So I'm a big fan of it," she said. "I go to a million events all the time and for me to make money quickly and not have to sit somewhere all night long is wonderful. I really enjoy not wasting time."

Dixon, who attends about six "hit or miss" networking events every week, said that 5 Minute Networking is all about getting to the point.

"It lets people know what services I have to offer and hear about their services to others," she said. "I have always come away from these events with strong leads."

A few of the people she's met have become great clients, who bring repeat business her way, she said.

If you can't use their services, you've only lost 5 minutes of your life.

"Overall, it's not a bad way for a person in sales to spend their time," Dixon said.

Dixon, who also attends Jarvis' popular functions, said another good new resource for networking is Six Degrees, a fairly new service that helps minority businesspeople meet one another. Six Degrees promotes itself online as "that bridge between where you are now and where you want to be."

"It's brand new and they're on their fourth meeting," Dixon said. "Over time they are going to be very strong. They're diverse and the group includes very strong business people."

A spokeswoman for Six Degrees said in an e-mail that the group has 100 members and regular "Cocktails and Connections" mixers. This group also uses a combination of socializing and business networking -- with the philosophy that members in the minority community, be they African-American, Latino, Asian, or whomever, can use this to strengthen their social and business connections in their respective communities.

One of the newest networking groups is the North Las Vegas Chamber of Commerce-sponsored Connection\$, which is a referral-based group that

launches in the second half of February.

Connection\$ will be composed of a series of groups with 25 to 30 people. Everyone in each group will be from different professions to eliminate any competitiveness or duplication, said Sharon Powers, the chamber's president and CEO.

Powers said the Las Vegas area is fairly transient, with people transferring in and out. Add to that the complexity of companies demanding more while paying less and people having less time to meet people and you have the dilemma of the modern networker, she said.

"Things are different here and we have to do things differently," Powers said. "People are time-impooverished and really have to be choosy about how to network. The networking of tomorrow is going to be very fast, very quick and very well-targeted. There's only so many hours in the day and everyone is looking to get the most bang for their buck."

btinsley@lvbusinesspress.com

387-5290

Copyright © 2008, Las Vegas Business Press