

# Building & Maintaining Networks

Introductions	
The Importance of Networking	Steps to Connect
Interactive Discussion	Initial Task

Industry Topic Leader	Partner
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<b>JESSICA SCHLICHTING</b> , Account Manager at Shell, University of Wyoming B.S. Chemical Engineering	<b>JOYCE HUANG</b> , Distribution Engineer at Southern California Edison (SCE), UC Berkeley B.S. Mechanical Engineering
<b>SHASTA CULP</b> , Sr. Vice President, Anser Advisory Cal Poly Pomona, B.S. Electrical Engineering	<b>RACHEL HENNING</b> , Structural Analysis Engineer, Boeing Iowa State University, B.S. Aerospace Engineering
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# Building & Maintaining Networks

Holly Craig – CFO/VP Stratonics, Inc., BSEE

Lisa M. Star, Ph.D. - Associate Prof. and Acting Dept. Chair

# 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

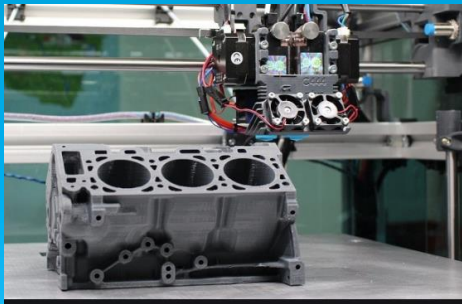
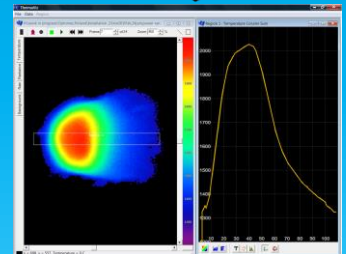
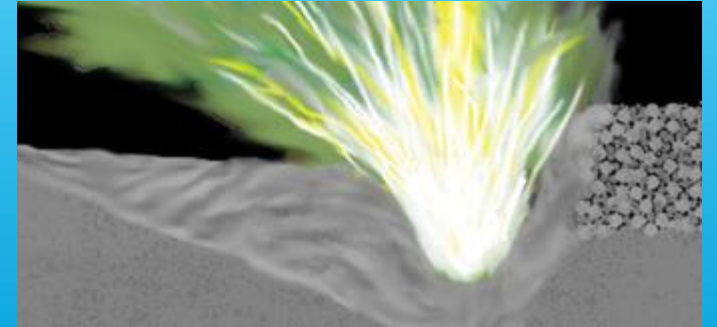
Spectron, Inc., Engineer (hi-tech R&D measurement equipment)

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

Holly Craig,  
VP/CFO  
Stratonics, Inc.  
[www.Stratonics.com](http://www.Stratonics.com)

*“It IS about what you know but ALSO who you know!”*

Communication & creating connections are vital skills that can be learned

Lisa M. Star,  
Ph.D.  
<https://www.csulb.edu/college-of-engineering/dr-lisa-star>

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
- Interested in getting involved? Fill out the form at <https://bit.ly/wie-workshop>