



## The Rundown

May 27, 2015

### **“How to Work the Room”**

Presented by Jane Redicker, GSSCC President and CEO

Written by Peter Casciano, YPN Member

I had the pleasure of attending this networking workshop on May 20, 2015 at the new downtown Silver Spring restaurant, [All Set Restaurant & Bar](#). The seminar was sponsored by the [Young Professional’s Network \(YPN\)](#) of the [Greater Silver Spring Chamber of Commerce](#).

The attendees consisted of a solid mix of experienced and non-experienced members of the Greater Silver Spring Chamber of Commerce. I also encountered many new faces at the event, as the Young Professional’s Network is geared towards attracting new members, and therefore increasing business opportunities.

The networking event began with some [good-old fashioned networking](#) during the meet and greet period. It was nice to enjoy the atmosphere of the new restaurant and mingle with other attendees.

The seminar portion of the event was a helpful tutorial on the basic skills necessary to be a successful networker. The speaker was none other than, Jane Redicker, the President and CEO of the Chamber, and someone who knows a little something about networking! Her theme is still echoing for me: [People do business with people they know, people they like, and people they trust.](#)

Ms. Redicker’s first point emphasis was that we need to kiss a lot of frogs before we find our prince. Sit with people you don’t know and listen when they speak are some of her simple tips. I notice many of us don’t follow these guidelines when networking. She did a great job of directing her presentation toward those who may not consider themselves the most comfortable networkers. [“When in doubt, ask questions about them!”](#) she advised, giving us real world tricks to keep the conversation flowing.

She next moved on to what networking isn’t – or shouldn’t – be. [Networking is not selling, so don’t treat it that way.](#) Think about making a real relationship, one where the

individual would feel comfortable calling you later or asking your advice. This hit home for me, and I'm sure it did for many at this YPN event. Especially as newer professionals, a lot of pressure exists to close the deal or generate business. However, if we focus too much on that aspect when networking, it could cost us future business.

How is that relationship formed? Well, giving credit to fellow Chamber member Randy Shannon of Web Strategies, Jane explained that a relationship begins to mature when you can provide at least one of the three I's to the individual you meet: [an introduction](#) you are able to make for the other person, [an invitation](#) to another event or meeting, or [information](#) you can provide that will help the person in some way, ideally in his or her business.

[According to Jane, 75% of new jobs are found through what can be considered weak, or budding, connections.](#) The point: these connections, sometimes made at networking events or social functions, can be critical to success.

The event ended in a truly unorthodox and fun way to network. Each attendee created a list of answers to four random questions, folded the paper into a paper airplane, and then flung it across the room. Each person recovered an airplane and tried to find the author. [It was a creative way to encourage us to mingle, ask questions and adapt – all helpful attributes for successful business development.](#)

It was actually a treat to network with, and learn from, some of the [best business leaders in the community](#) at a relaxed and friendly atmosphere. Kudos to Jane for delivering a special presentation, and one that was aimed at both confident networkers and at those who may need that little extra push.

I am proud to be a part of the Young Professional's Network and look forward to its next event.

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