

Career *Quarterly*

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What is Success?

by Teri Kresta

In growing up, we are taught to comply with the rules of our home, school, and other such places. Rules are not limited to places of attendance, but also include relationships with others. Rules are created out of necessity and based on measures of protection, betterment, and respect. We are taught and quickly learn that in order to avoid punishment, we must comply with the various rules that are in place throughout life.

The American dream is supported by the encouragement of dreaming big and following our passions and at the same time our actions must fall within certain parameters. For many, this is a balance that isn't easily mastered. Do we chase our dreams or play it safe?

Compliance goes back many centuries in all aspects of life. Reference Maslov's obedience and submission. Compliance to the status quo of the acceptable career invites misery as company for coming generations and for the rest of your career.

We have come a long way from the 40-hour work week with one company for 40 years standard as more working Americans test the waters with

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RECENTLY UPDATED:

We've updated the Ginac Group website, visit us at: www.ginacgroup.com
CCPI has reinvented itself as the National Society of Career Management.
Visit us at: www.nsocm.com

Client Success Story:

Leslie Cedar

President of By George

Q: What brought you to The Ginac Group?

A: I came to the Ginac Group to leverage the entire program that Linda offers for a career transition. I was an executive in a Silicon Valley based software company, and traveled almost 100% of the time which was not a teneble situation for my family. However, I was not in town to develop my network, and my network was almost exclusively in Silicon Valley and wherever my clients were. Furthermore, I had no time to lead myself through the process nor the broadness of thinking about it that the Ginac framework offers. I knew I could be an asset to a company locally based, and yearned to become part of the Austin business community; but doing what? Where? So I needed to outsource both some of the thinking and the doing to make the transition.

Q: Family was a determining factor in accepting the President role at By George, what else drew you out of corporate technology sales?

A: Reducing my travel time was imperative in order for me to feel good about myself as a person. I have three beautiful children and a great husband, all of whom I was removed from most of the time. Moreover, I reached a point in my career, industry, and company where I was ready to make a total change. As the VP of Sales for a supply chain software company, I was ready to broaden my position in terms of what I was responsible for and the type of management position I held, and change my domain after many years in the field. I had run my course in supply chain, and had plenty of years of experience as a consultant and in sales.

Q: Was tech sales to retail business development a natural transition? Were you actively seeking an executive retail development position?

A: Transitioning from a sales leadership position to being the President of By George was more natural than you would at first think! The need at this company was for

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From YWCA Business Woman of the Year to a Profile in Power winner, Linda Ginac is making waves in the Austin community.

Linda Ginac, CEO and founder of The Ginac Group was named winner of the 2007 Profiles in Power awards for Central Texas by the Austin Business Journal and Woman of the Year in Business/Enterprise for 2007 by the Young Women's Christian Alliance of Greater Austin.

Profiles in Power is a local awards program recognizing Central Texas' most inspiring and accomplished businesswomen. The 13th annual Profiles in Power Awards were presented at the closing luncheon of this year's Seminar held on August 2, 2007 in Austin, TX. More than 50 nominations were submitted for consideration.

The 13th Annual Women of the Year Awards Gala was held on October 5, 2007 at the University of Texas at Austin Alumni Center to celebrate 100 years of service to the community, while also publicly applauding the accomplishments of eleven Austin women of merit.

"These awards reflect the vital and inspiring role that women business leaders play in today's economy," said Linda Ginac. "I am honored to be recognized as a winner of such prestigious awards."

The NSCM Partners with Two New Universities Across Texas to Offer Career Coach Training.

San Antonio and Houston area professionals will soon get a career boost that will help them make dreams come true.

NSCM has partnered with St. Mary's University and Sam Houston State University to offer career coaching training through their Continuing Studies Program.

The training is based on the Career Development Framework (invented by The Ginac Group), which has proven to help professionals make complex transitions in less than twelve weeks. The course focuses on 16 core functions of career development and covers competencies such as work issues, labor market analysis, job search strategies, occupational

assessments and career coaching techniques.

"We are facing explosive job trends across the nation, and there is a huge shortage of career coaches qualified to help people facilitate career changes, said Linda M. Ginac, Ginac Group Chief Executive Officer. "This joint effort equips students with the specialized skills to become well-trained professionals who can help various populations with career issues."

To learn more about the National Society of Career Management visit us online at www.nsocd.com or email Adriana Hook at adriana.hook@ginacgroup.com.

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different career paths and different companies to find what makes them happy. The pressures of income and lifestyle have the ability to hinder career enjoyment, in turn hindering success. If career satisfaction is compromised, so is individual and family happiness.

The turn of the 21st century was touted as the new age in careers in which we decided to express and enforce what we liked and what we did not like when it came to the 9-5 job. Our society is not a caste system. We have the ability to choose what we want to do and how we go about doing it.

Some people allow their success to be measured by place of employment, job, or title and often times aren't happy in what they do day to day. But the desire to be successful in the eyes of others comes with a price. Happiness. Or lack of.

If a family has a strong history of academic success and is decorated with PhDs and other accomplishments, younger family members may feel compelled to follow in their footsteps and comply with the standards that seem to have been set before them. This can be an unspoken expectation in the mind of a young family member and not a welcome feeling or desired career track.

Following your dreams sometimes requires defying the standards previously set in your life. This can be a very unnatural and uncomfortable feeling, but is imperative in order to define your own definition of success. With persistence, you will find yourself a happy person living a life of meaning, not necessarily a life of means.

It is important to define our own success within our own guidelines of happiness and not that of others. If we don't, we inevitably contaminate those around us with negativity. If someone else's goals are not for you, then don't set your sights on them. Step out with your own aspirations and set your own goals.

Your career is not just a job; it is one-third of your life. The greatest success story in life is saying that you lived a happy, fulfilled life and traveled the path of your passion.

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sales leadership, business planning and execution, marketing and managing the personnel. While I was not versed in the tactics and details of retail daily life, I had so many years of customer relationship based work, which is fundamentally what drives a high-end fashion retailer's business. I wasn't looking to come to a retail company. However, I had defined years ago and spoke with Linda about the idea that possibly my perfect job was a CXO of some kind of design firm, as I was previously an architect and loved being around creative people but I had never considered retail as an option to meet the above description. It was actually through a personal relationship with the owners of By George that I defined the role along with them, and realized it fit the bill because they are an incredibly creative team and needed the key pieces I could offer to grow the company. I wouldn't have considered this the fit if Linda hadn't in just a few meetings opened me up to thinking more broadly about my own capabilities and how to apply them. She guided me to realize the world was wide open when it came to applying personality and professional skills to a position.

Q: Do you have advice for anyone seeking more family time and/or looking to change industries?

A: Open your mind and stop telling yourself that you can only work in your industry or a similar role. The highly motivated, high performing professional is in demand and companies embrace the alternative experience you bring to the table.

Q: What is your definition of Success? or Career Success?

A: Success to me is embracing and performing in all of my responsible roles - at work and home. It is also providing a quality service or product that drives customer satisfaction, and doing so with the utmost integrity. It is finally about leading people to do the same.

By George is a store for individuals, not followers. Their passion is to provide our clients with hand-picked, international collections that blur the distinction between art and clothing - the contemporary, yet classic designs that turn your wardrobe into an exhilarating experience to wear now, and in years to come.

Visit By George at 6th & Lamar or South Congress.
info@bygeorgeaustin.com

Meet Our New Coach!



Julie Grindy has joined The Ginac Group as a Career Management Professional. Julie joins the Ginac Group with a diverse background spanning Industrial Design, Project Management and Fine Arts. Her professional career spans Dell Computer, 3M, Ernst & Young and various galleries.

Julie is a Certified Career Manager Professional with the National Society of Career Management. She has been actively coaching professionals for several years and has helped numerous people make successful career changes.

Julie is the mother of two industrious children, Madeline, 10 and Gable 9. When Julie is not volunteering and attending Madeline and Gable's many activities, Julie can be found working out at her local club or in her studio where she works as a fine artist.

Welcome aboard Julie!

julie.grindy@ginacgroup.com

2008 Cattle Baron's Ball

Taking on the role of Chairwoman for the 2008 Austin Cattle Baron's Ball benefiting the American Cancer Society is our very own Linda Ginac. She is co-chairing this event alongside her husband Frank Ginac.

A staple on the charitable events calendar in Austin, this year's event will mark the 15th anniversary of this ACS fundraiser.

Consisting of multiple events throughout the late winter and spring months, this year's ACS Cattle Baron's Ball, "Brandin' a Cause, Ropin' in a Cure" should prove to be one of the most successful fundraising events in Central Texas ACS history.

To get involved send an email to: linda.ginac@ginacgroup.com



Austin Cattle Baron's Ball Events:

Executive Season Party - Dec. 11, 2007

Handbags & Jewels - Jan. 27, 2008

Little Buckaroo's Party - March 30, 2008

V.I.P. Party - April 24, 2008

Cattle Baron's Ball - May 31, 2008

Contact Us:

If you're not satisfied with your career, do something about it! Call us for a free initial consultation, (512) 437-2579. Together we can ignite change and achieve your career goals.

The Ginac Group, a leader in the provision of career and organizational development services, provides strategic solutions to help our clients improve their performance, enhance their personal and employee career satisfaction, and become "career resilient." Our services include individual career coaching, job search and career transition strategies, organizational career management, and more. Our proven methodologies, experienced career counselors, and innovative best practices have enabled us to change the face of career and organizational development in a short amount of time. If you would like more information on the Ginac Group, please visit us online at www.ginacgroup.com.

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