

## ETP Network Dines With Best-Selling Author Jason Alba



Toms River, NJ — May 20, 2008

Recently, members of **Empowering Today's Professionals (ETP) Network** had an exclusive opportunity to dine with **Jason Alba**, author of the best-selling books [I'm on LinkedIn - Now What?](#) and [I'm on Facebook - Now What?](#). Alba is also the CEO and Founder of *JibberJobber.com*, considered by many networking professionals to be the hottest online contact management system on the Internet.

Hosted by the ETP Network, the dinner was held at Mia's Restaurant, 1214 Route 37 East, Toms River, NJ. Although informal, the atmosphere was decidedly electric as ETP Network members exchanged comments and ideas with Alba, drawing on his extensive experience with social networking,

relationship science, and publishing. Dinner attendees included a diverse group of business owners, information technology and human resource professionals.

As part of the of the ETP Network's mission of teaching members to develop trusted relationships, **Rod Colón**, CEO and Founder of the ETP Network, kicked off a lively discussion by posing the question "Jason, how can we help you?" For those who take networking seriously, this is the kind of question that triggers great conversation and this evening turned out to be no exception. For Alba, it was a unique opportunity to view first-hand the leadership machinery of the ETP Network while providing members with some top-notch ideas for future collaborative projects.

"We hear of think tanks in Washington, DC strategizing the world's issues. This dinner was the first think tank session discussing the future of the CEO of ME, Incorporated with networking leaders, led by master networker Jason Alba", said Colón.

When good, solid, reciprocal networking is on full display, humor is generally not far behind. As participants engaged each other on a variety of topics, business cards made their way onto the table, and Alba's card brought on the guffaws in grand style. His *JibberJobber.com* business card caught attendees off-guard when they viewed its reverse side: a pink slip containing the words he uttered to the manager who let him go only a few years earlier: "Thanks for everything. Goodbye." The implication? You may end up in transition once and awhile, but if you understand and apply sound networking principles, you will not only be in demand again, but can leverage the misfortune to gain greater control of career opportunities.

## **Social Networking A Hot Topic**

Many networking professionals have begun to associate the name 'Jason Alba' with social networking, social networking web sites, and the technology that drives them. As such, Alba is in high demand as a speaker and makes regular contributions to networking communities all over the world in the form of numerous blogs, instructional videos, and what he describes as "CEO Training Webinars."

The dinner gave Jason an opportunity to share some of his best discoveries about web sites such as LinkedIn, Facebook, and Twitter, a relative newcomer to the social networking space and described by Alba as "microblogging."

As much as he remains involved in new writing and networking ventures, Alba remained totally engaged with ETP Network members as he listened to some of the group's latest projects and initiatives. A firm believer in never squandering precious networking moments, Alba furiously scratched notes on his dinner napkin as Rod Colón and other ETP Network members shared their thoughts, ideas, and insights. He was especially intrigued with highlights of a new job search methodology designed by ETP Network leaders scheduled for rollout this summer.

In addition to sharing his experiences with various speaking engagements and media interviews, Alba also treated ETP Network members to a glimpse of his more private side. He lives near Salt Lake City, Utah with his wife and four children. He's energized by the wide open spaces, the mountains, the fresh air, the scenery and derives inspiration from them, but it's his family that brings his greatest joy and happiness.

## **Dinner Conversation Highlights**

"Those of us who attended the dinner were inspired by Jason's command of today's relationship-based business tools. He is a man who thinks clearly, organizes impeccably, and listens intently. And I believe he is equally impressed with the ETP Network and its pinpoint focus on keeping individuals accountable for managing all aspects of their career as a business." said **Chip Hartman**, ETP Network Editor-in-Chief and CEO of MeridiaSystems.com, LLC.

"Jason Alba is the creative guru of practical business networking for the real world. His commentary at our dinner meeting was insightful and provided new ideas that we can use now to enrich our networking experience. I appreciated his success stories about networking tools in the public domain, like LinkedIn, Twitter and *JibberJobber*. Jason, thanks for a fun and informative evening," said **Sam Anson**, ETP Network member and Business Developer for Technosphere, Inc. located in Bergenfield, NJ.

ETP Network member and Human Resources Management Consultant **Keith Bogen** commented "Dinner with Jason Alba and the ETP team was networking nirvana! For me who is relatively recent in the game, so to speak, it was tremendous pleasure and honor to sit among the true gurus of professional networking. Having previously communicated through cyber space with Chip Hartman and Tom Kenny, as well as having the pleasure of working with Rod Colón and Sam Anson recently... and now adding Jason Alba to my network... what a tremendous evening - thank you to all!"

"I was very charged up after the meeting and since then have reached out to my network to offer assistance to Keith and Sam on some of their goals. This dinner helped me to see an important principle in action which was the power of asking questions. It not only helped to drive the conversation but was a vehicle to clearly understand how you can help others in the group. This dinner really left me wanting more of this type of event. Maybe it was so great because we had powerhouse people that weren't sitting on the side lines" said **Thomas E. Kenny**, ETP Network Event Leader and software engineer.

Jason Alba summed it up well with "Thanks a ton for the awesome opportunity to meet all of you in person and spend the evening with you."

### **About Empowering Today's Professionals (ETP) Network**

The mission of the ETP Network is to provide each member with an empowered career/business plan that leverages a powerful "trusted network." ETP Network member services provide members with programs tailored to the professional and their ME, Inc. business. Key to a successful career management program is accomplishing the 5 ETP Goals (Ideal Job/Business, Career Backup Plan, Trusted Personal Network, Multiple Sources of Income, Assume Leadership Roles).

- Learn more about the ETP Network:  
[www.ETPNetwork.com](http://www.ETPNetwork.com)
- Contact Rod Colón:  
[Rod@etpnetwork.com](mailto:Rod@etpnetwork.com)
- Join the ETP Network:  
<http://finance.groups.yahoo.com/group/etpnews>

### **About JibberJobber.com**

*JibberJobber.com* was designed by Jason Alba during his first real job search beginning in January, 2006. After having a successful career in IT and business strategy, Jason found himself in the job market, which was supposedly a "job seeker's market." JibberJobber is a job search tool, a networking tool, but more importantly, a personal relationship manager that allows you to do everything necessary to manage a job search and optimize your network relationships - for the duration of your career!

- Learn more about *JibberJobber*:  
[JibberJobber.com](http://JibberJobber.com)

— Chip Hartman