

Mary Luehrsen ([00:00:07](#)):

Hi everyone. It's so great to see. So many people logging on. My name is Mary Luehrsen. I am the executive director of the NAMM Foundation that is sponsoring this event called gen next college to career series, developing, networking, and soft skills. It's really wonderful to have you all with us. Uh, first of all, thanks in advance to our wonderful presenters, which we'll you'll hear about in a, in a few moments. Um, I want to tell you that the NAMM Foundation is for over a decade now has been dedicated to developing and supporting, uh, young people who are seeking their sustainable long-term careers in music that in many instances does include the music products and the recording and the event technology, field music, education, many other areas in music. And we're just so grateful for the opportunity that we have to work together with all of you and the network of presenters.

Mary Luehrsen ([00:01:04](#)):

And I can see maybe we even have, um, a few classrooms joining us here. If I take the, some of the video feed that I'm getting a college faculty. So it's really great to have you something that we all are concerned about. Um, as I kind of joked to someone this morning where I'll be working for all of these young people someday, let's hope I'll still be interested in, uh, the great things they'll maybe want my help doing. Cause I am certainly a dedicated to the world that they're going to build for themselves. And for all of us going forward, someone who's been very dedicated to this program, uh, relentlessly over the years. Um, actually our, uh, was with us the moment we, um, invented the president's innovation award, which I'll tell you a little bit more about the end, uh, Joel Lamond, the president CEO of NAMM, who is going to kick us off, um, and give us a bit of a retrospective, um, always inspiring about the world that we've just come through. Um, and the world that we hope to build again with all these wonderful kept college faculty and students, uh, Joe, so great to have you join us. And I turned,

Joe Lamond ([00:02:10](#)):

Thank you, Mary. Thanks for putting all this together with the, uh, mighty NAMM Foundation team. And again, thanks to all the guests and attendees. Um, I'll keep it simple. You won't forget the last year and a half, so I guess I'm done. You will remember this forever. What an incredible moment. It was all just lived through, uh, together. Uh, and it's changed a lot of things and it hasn't changed a lot of things. Um, we all love music. Music will be a part of our, our future, uh, regardless of, of, you know, the pandemic made us do more music at home, record, more music at home, perform more, more at home. I think after pandemic, we'll be back out playing live again and doing all the things we love music, uh, does for us bring us together. Um, this is a vast ecosystem. I'm not sure where, where many of you, um, have, have dreams of going, but it's unlimited.

Joe Lamond ([00:03:02](#)):

You have so many places to go, uh, in this business, um, of music and the art of music. And, and so I think I always like to start with the fact is that there are no limits on, on what you do. Um, we're going to talk a lot about today of how do you get there because I'm sure that's probably one of the number one things on your minds is how do I get from where I am to where I want to be? Um, I can guarantee it's on the mind of your parents as they see you. Hey, where are we? Where are we? What's next? Is there something what's the end zone here? Uh, I know it was for me as a parent. Um, so I'll tell you a quick story about, uh, I know we're going to be talking about different paths forward today, but I'll tell you maybe a quick story that will illustrate one way.

Joe Lamond ([00:03:44](#)):

And there's dozens, if not hundreds of ways you'll invent your own way. Uh, but there's some key things in this story that I think illustrate what will be ingredients of your way. So this young woman I know, um, got out of school, wanting to be a singer songwriter, uh, wanted to be in music. And, um, but then in a place that it wasn't really that her career choices weren't, weren't available to her where she lived. So she moved to San Francisco and looked, did some research and said, that's where, it'll where I can find, um, the type of, um, opportunities that I want moved to San Francisco did anything she could to get started, worked at, uh, a tech company as a receptionist. Um, and then on the side started volunteering teaching at a local nonprofit teaching piano for under privileged kids. Um, and during that process met a bunch of people ultimately became the director of education at that nonprofit.

Joe Lamond ([00:04:34](#)):

Now she's working in the music business, running this nonprofit school in San Francisco called blue bear school of music, a Seminole old, old music school, uh, while doing that was also interning, uh, wanting to record. So she interned at Hyde street studios. Cause what do you do when you work in a studio? You get free studio time when it's not booked. So she could read, record our music and, and not only learn more about engineering, but, um, but get her songs recorded at the same time, worked with women and audio, which is a networking group up in Oakland and sound girls and a couple other, uh, networking opportunities. Um, soon that came along, another opportunity that she just couldn't turn up and it was an opportunity to work for the Grammys for the recording academy up in San Francisco. So within a short period of time of graduating to getting to this point, she recognized a couple of things I need to move where it can happen.

Joe Lamond ([00:05:25](#)):

I need to do whatever I can do to get started. I need to start volunteering and networking to find out where I can meet all the people that can help me get to where I want to go. And then when the door opened, she took it and then kept networking, kept working, kept working in Atlanta, the real door open that she had wanted opened. She took that, um, that's my daughter by the way. And I'm really proud of her. And the fact is that those are some skills that you'll learn all along the way there about, um, how to meet people, how to network, how to, uh, do a good job with what you have at that time, knowing that there's a next door, the next door is about to open. So I just use that one little story as a way that you may find some things in your own life about that.

Joe Lamond ([00:06:08](#)):

What is it you want to accomplish? It may not be in the place you are. Well, then you move to where it is and you do what it takes to get started. Then you network and you meet people and you help and serve volunteering along the way. And next thing, you know, doors open. So I just thought that was kind of an old school, old fashioned, you know, way of, of how things get done. And I tell you the music products, business, and the music performance and recording and education, that's how it all gets done. People like working with people, they like that. So that's what I love about this business. Um, so the networking and all the softer skills as we'll talk about today are just critical. So I'm sorry to bore you with that story, but I just thought it was really, um, illustrative of how, as a father, she's out there working and she's off my payroll, that's all I care about.

Joe Lamond ([00:06:55](#)):

Um, so that's really the, the, uh, the intro, this, the point is you have people out there rooting for you. All of us, all of us adults, we are champions and defenders of your future career because we know you're going to take this further than we ever could. The new technology of how music is made distributed, shared collaborated on how we'll use music in the metaverse, how music will be infused into every aspect of our life, from education, our health and our wellness. As we age, you will be having more opportunities than we ever dreamed of. So, um, good luck. We're all counting on you. And, um, we look forward to seeing all of you at The NAMM show. That's where it really gets good when you start really seeing and meeting everybody and working together and collaborating and creating these friendships. That if you're lucky, like a lot of us, you will create these friendships, right. Even here that will last you a lifetime and, and make, make it a very wonderful life that we've had in music. So again, thanks for all the guests today. And, uh, all of you for being here, Mary, I'm going to pitch it back to you and I'm going to turn my camera off and I can't wait.

Mary Luehrsen ([00:08:05](#)):

I have a question for you, Joe. All right. Why, uh, why do you feel when all these, uh, you know, we've had as many as 2,500 college music students and faculty join us at the NAMM show, you know, it took us several years to build that up, but what does it feel like for you as, you know, the top of our leadership, uh, when we can look out at these events and see these young people aspiring and, you know, uh, you know, looking at our industry, what does that feel like for you?

Joe Lamond ([00:08:35](#)):

Yeah, no great question. First from Mary, I'm just amazed at the diversity of the students coming up, you know, there is no more barriers of, of gender or race in music. And I don't know if there ever was, but I think this is a melting pot, a true melting pot. So when I see those gatherings at the NAMM Show, I just, I feel like I'm traveling around the world, which is just, you know, tells me that music is going in the right place. Um, I definitely see the questions of how do I get from here to there. They're all nervous. They're all scared. They're all, you know, anxious as to how they, how they evolve. Um, but what I see when they do come together and meet each other and realize that they're working and going to work together to, to get through this, I just see this comradery that comes out of this group, um, either virtually that we've had since the COVID hit or when we, uh, when we have been able to gather and when we will be able to gather again, um, I just, um, I see the optimism.

Joe Lamond ([00:09:29](#)):

I see the fact that they know that we're rooting for them and that we're going to be there for, with them every step of the way. Uh, we didn't have that support growing up. I never felt that coming up. And so the system that we, that you have put together, Mary, uh, and by the way, this was launched by Mary on, well, most good ideas. Mary tells me what I'm going to do. And I have to just say, okay, we're on a train from Washington to New York. And she said, you know, we ought to do, and that's how this whole thing was hatched. Um, but no, I just see, I see people that were, are going to literally be when they're CEOs or when they're famous in their own way, or in a career for 20 years, they're going to be talking about that time. They met, uh, at an, at one of these gen next sessions or an AMU session at a show. And they're going to remember back to the early days of their careers, just blossomed because of being involved in things like this. That's, that's what I see when I see these kids.

Mary Luehrsen ([00:10:23](#)):

Yeah. Thanks so much, Joe. And thanks most of all for never stopping to a dream, a dream with me. So thank you. Thank you so very much. Great.

Joe Lamond ([00:10:31](#)):

Yeah, I know, you know, there's, there's very few true things in life. And one of the truisms you can hear here, this here first, and all of you who will work with Mary is just do whatever Mary says, do whatever Mary says, and everything's going to be okay. It's going to be more than, okay. It's going to be great. So I've lived my life.

Mary Luehrsen ([00:10:50](#)):

I heard it here. Folks. You might never hear it again, but you've heard it here. Thank you, Joe. All right. Well, usually on these, uh, really wonderful webinars that we've been doing, you know, definitely through COVID and before certainly, and will continue. Um, I've always had the honor and privilege of working with my team and then being the host or moderator for these events, but I'm actually just super thrilled today to turn the official role of moderating this event over to an official Gen Nexter Alex Alberti is going to be hosting and taking over taking charge of moderating. Um, and we've had a wonderful relationship with Alex growing out of the gen next program. He's currently in Raleigh, North Carolina, and he's leaving a leading a group called the triangle pride band. It's a nonprofit organization dedicated to providing ensemble experiences for the LGBTQ community and its allies.

Mary Luehrsen ([00:11:49](#)):

And I love the term allies. Um, that's a great advocacy term. He was also active in a number of music, educational organization, the longleaf school of the arts college music society, the contemporary acapella society, yea acapella, we're all for all that remarkable singing and the acapella education association and Nam, and a fun fact. I got to know Alex for the very first time when he was running around like a mad person, uh, as an intern at the NAMM Show. Uh, and, uh, you know, you kind of wash people out of the corner of your eyes and said, we are going to know this guy forever. So I'm thrilled Alex, that you're back with this. I'm going to turn the show over to you, which is a very happy moment for me, but I'll be here in the background if you need me. Thanks everybody for joining Alex over to you.

Alex Alberti ([00:12:37](#)):

Thank you so much, Mary. I really appreciate, uh, the introduction. Um, so Hey, y'all, my name is Alex. Um, and this webinar is really important to me. Uh, so there was like a long list of random things right off that I've done, and it seems so scattered. Um, and what's interesting is when I first decided to kind of get into music, I had a very linear path in mind with very specific hard skills. So I was going to be a high school band director period. That's what I was going to do. It required me to go to school, develop the hard skills in music, education, get my certification and teaching licensure, and then just continue that straight path to get a position. But little did I know how important those soft skills were to me once I started realizing the person I wanted to be in my career area.

Alex Alberti ([00:13:28](#)):

So I started learning that I had other passions, even outside of the K-12 classroom, looking into organizations like Nam or into acapella organizations and nonprofits, and suddenly I didn't have those specific hard skills that maybe other people did. I think you're going to come to find out that once you get into the career area and you're looking for jobs and you're in this pool of people who share all those same hard skills you do. So what can you do to stand out? What is it going to take for you to find that

door into the place you want to be? Whether it's me now working in educational technology, full time, getting an internship with Nam or a CMS, how does somebody get those things? And I would say a thousand percent, it is the soft skills. It is these networking skills. So I am so excited to hear about all of these wonderful approaches to these things today.

Alex Alberti ([00:14:25](#)):

And so we're first going to start with Amanda Nachman today. Um, and I'm gonna go ahead and introduce Amanda. Um, she is the CEO of college magazine, Ted X speaker, and bestselling author of hashtag qualified. You are more impressive than you realize. She's also a keynote speaker in the host of find your passion career. Amanda has appeared on good morning, America, cheddar TV, and ABC 10. Her advice has been featured in business insider NBC news today, and MarketWatch her speaking audiences include universities, associations and organizations who are eager to create meaningful change and live intentional lives. Um, Amanda also has an amazing Tik TOK. That's how I know Amanda as well. I met her at a NAMM Show and her Tik Toks amazing. Um, if you have specific questions for Amanda during her presentation, please put them in the chat and then once it's over, I'm going to feel those for her. If you're uncomfortable, putting them publicly, you can just private message me in zoom and I can read them there, but, um, buckle in. Amanda's amazing. And I'm turning it over to you, Amanda.

Amanda Nachman ([00:15:28](#)):

Thank you so much, Alex. I know you from Tik Tok too. Uh, it is so wonderful to be here with you all today. I'm going to pull up my slides one moment here. Yeah. So today we're going to be talking about courageous connections, but before we get into that, I've got a question for you. Have you ever felt unqualified for the team, for the school, for the leadership position it's feeling that makes you want to curl up on the couch and it whispers to you. You're not good enough. Who are you to get that job? Think about the weight of that feeling from working with hundreds of students and young professionals, I've seen it firsthand when you feel unqualified, it holds you back. So today we're going to armor up with a qualified mindset by learning how to spark courageous connections. Now think about a time when you did feel qualified, and if you're by your keyboard, typing in the chat, let me know where you writing a song and you were in the zone and you were in that element. You losing track of time, or maybe you were performing live and absolutely crushing it. Or a friend came to you for advice. And you knew exactly how to solve that problem. How do we bottle up this feeling of qualified? When we feel unqualified? How do we bottle it up for those moments? When we face rejection, like the time I wanted to be a magazine editor. And so I applied to three magazine internships, one slide, you can do this. I believe in you. Uh, my slides are being a little sticky here.

Amanda Nachman ([00:17:34](#)):

Skip ahead. Okay, there we go. I applied for three magazine internships and then I was rejected from all three. So I justify my rejection. I told myself you're not even a journalism major. How dare you apply for these internships? And then I amplified it. I'm 21. And I'm a total failure already. Have you ever felt like this? You may have felt like this when you were auditioning for the band and you didn't make the cut or it happens again when you don't get into the coveted honors program that you were vying for and again, in your career from the first job rejection to the many rejections that followed even in your thirties and forties, there will come the day that no matter how many certifications you have to your name, you may still feel unfit to lead a team or go after that vice-president role.

Amanda Nachman ([00:18:39](#)):

It's a vicious cycle because we grow up. We gain more experience, but it never feels enough for what's next. It's nothings to me all the time in my business, I always have these new ideas or projects. I want to create like the podcast I wanted to launch and the book I wanted to write and the keynote speeches I wanted to give. But even with over a decade of experience, as I looked ahead to these new projects and the uncertainty of it all, I couldn't help, but ask myself, am I really qualified to do this? Now? I know what you may be thinking, Amanda, why are you telling me that I'm going to constantly face rejection and feel unqualified? Okay? Yeah. I am telling you that, but I promise you this. Isn't a doomsday message. Well, you can't control the rejection. You can control feeling unqualified. In fact, it's science. According to a study out of university of Michigan, when you experienced rejection, your brain perceives it the same as physical pain, and it eats away at your self-esteem. But the impact of that rejection comes down to what it means to you. So you get to decide, you didn't get that job because you were not good enough or you didn't get that job. And it's not personal because what does it mean to be qualified? Anyway, don't unqualified people get the job all the time.

Amanda Nachman ([00:20:18](#)):

According to a study by Hewlett Packard women feel they need to meet a hundred percent of job criteria before even applying every bullet point on that job description. Have you seen those lengthy job descriptions and LinkedIn's data supports this stat women are applying to 20%, fewer jobs than men, which means we each perceive qualified differently. Look, when I didn't get those internships, I definitely didn't feel qualified. But instead of giving up, I decided to take action by making a courageous connection. And it was that action that gave me the blueprint, the experience, and the confidence to later launch my own magazine. I had this idea to create a magazine that would help students be successful in college. And I flyer'd around my campus. Students showed up to write for it and I fly. I hustled like crazy. I even hand distributed thousands of magazines. And at first I was able to raise enough money to print the first 5,000 at my Alma mater the university of Maryland.

Amanda Nachman ([00:21:31](#)):

But then as I grew, I expanded to 14 campuses on the east coast. Today, college magazine is online and we reach millions of readers nationwide. I've had the opportunity to work with national brands like vitamin water and staples and Princeton review. And I've launched a writer training program that has helped hundreds of aspiring journalists. The most rewarding part is getting to see my graduates go off into their dream careers. Many of whom are now at red book, national random house, national geographic, but they didn't start out at these premier brands. In fact, many of them felt lost on their career journey and felt unqualified. And I found myself coaching my students on how to adopt a qualified mindset. And it's the same message that I share on my Ted talk. I share my book qualified. And it's the one I'm sharing with you here today in the very same dress. What if I had waited for someone to tell me that I was qualified? So will you wait for someone? Are you going to wait for permission instead? Let's take action by sparking courageous connections.

Amanda Nachman ([00:22:51](#)):

I want to tell you about Anna. She was a graduate from college magazine and when she graduated, she faced rejection from quite a few jobs and ultimately settled for a job that she didn't love. She felt that she couldn't flex her creativity. And that was a shame coming from one of my most creative writers. So I asked Anna if she had reached out to anyone in the media industry that she admired and she paused, and she said that she felt silly. She hadn't thought to do that. And here's the thing. And it's not alone.

Most of us set out to chase our dreams all by ourselves, but guilty of this, anyone here, I know that solo travel is where it's at. Okay, well pre COVID, but the qualified journey is not a solo journey. I encourage Anna to reach out to one person every day for 30 days and find out how they got to where they are in their career. And she did. In fact, she texted me every day with the person that she reached out to. And you can do this too. Okay? Maybe you don't text me, but stay tuned to the end. And I'm going to let you know how you can get in touch with me.

Amanda Nachman ([00:24:15](#)):

She was so surprised that each person she reached out to was more than willing to give her 15 minutes of their time. Think about it. If someone looked up to you and wanted your advice, wouldn't you be willing to give your time? And I ended up speaking with a copywriter at Wayfair and editor at the Atlantic and editor at fast company, a grant writer, and more these courageous connections gave her clarity. She said she felt more inspired and less lonely. She's now at a new job and a creative writing role at HubSpot that she loves. Look, Anna's not a master of networking. She's simply a recent grad who wanted to get closer to her dream career. If Anna can do it, you can do it. And here's how head to LinkedIn and look for someone in a career that you admire. You can start with college graduates from your college.

Amanda Nachman ([00:25:20](#)):

You can start with your community. You can start local, or you can go national. We're in a virtual world today. Why not? And don't look for the CEOs or the directors of that company. But look for someone that's one or two steps ahead, someone that's a little more accessible. They're not getting these messages every day and they're going to be flattered. And here's what you're going to write. You're going to let them know that you share their passion, that you would be honored to learn more about their career journey. I'm gonna repeat that one, honored to learn about their career journey, and then make the ask a 15 minute informational interview. Now I made a tech talk as Alex was letting you all know that I have some tech talks out there and it was about a DM a day, which is what I call this. And it went viral and I got an influx of messages saying, Amanda, what do I write? What do I write? So I put together a perfect script. Now you can screenshot this here or stay tuned to the end and I will send it to you, but you can use this script for reaching out and it works.

Amanda Nachman ([00:26:29](#)):

And now for the hardest part, I'm sorry to say, but you've got to hit the send button. I know entire staff dedicated to this dreadful moment. Look, I had a friend asked me to edit a for her that she planned to send and she never hit send. You can not make a courageous connection. If you don't hit the send button, that's why I've called a courageous connection. It takes courage. And really what's the worst that can happen. Even if only half the people get back to you in a month's time, that's still 15 potential new networking connections that you've made and potential new mentors who will be cheering you on. As you navigate your career, now that you were willing to do what most people are simply unwilling to. Do you want to make sure that you're making the most of those 15 minutes when you get that information I'll interview. Fortunately, a lot of informational interviews end up looking a lot like this. You've got your courageous connection on one side, that's a one, the yellow background. And then you are the pug on this side, wearing the hoodie in your bed. I know it's funny when it's not you, but I've interviewed hundreds of students and I've seen it time and time again. I even had a student show up in a robe. Okay. We all know it looks better like this.

Amanda Nachman ([00:28:01](#)):

Oh, you got ahead of me. There we go like this. So how do you make sure that you're showing up like this boss pug over here center on screen and writing to make a great impression? Well, get intentional. Now that we're in a virtual world, be thoughtful about what shows up behind you, consider your background, consider the noise level, consider how your, how your video looks. You are in this industry. You know, the value of great production. So show up with intention while these might seem like minor details. They speak volumes. When you are asking for someone's 15 minutes and make sure to show up curious. When you show up curious about that person, they're going to get curious about you and ways to get curious are asking them, what do you enjoy most about your company? That way you get to learn is this someplace that I might like to work too.

Amanda Nachman ([00:29:01](#)):

You can ask them, what was your journey like this, how you get the step-by-step on how they got to that role. There might be some steps in the process that you hadn't even considered, whatever you do not use these 15 minutes to ask for a job. That's just not why you're here. You're here to learn. And if the conversation goes well, this won't be the only opportunity for you to connect with this person. Remember, you're here to get the blueprint. You're here to learn the steps they took to get to where they are today, so that you can take them to the courses that they took, the organizations and groups that they joined, the ways that they built their qualifications, the people they connected with, oftentimes people will want to introduce you to other people in their network. You're also going to learn the career details. What it's like if a company, what it's really like, did they get to be creative? Are they working with artists on a regular basis? Are they in team meetings all the time? And does that speak to you? You're building your network through these courageous connections and hopefully finding yourself a mentor, someone that you really connect with. Oftentimes the people that you connect with will see a little bit of themselves in you, and they're going to want to help you succeed.

Amanda Nachman ([00:30:29](#)):

I remember that time I was rejected from three internships. Okay. Yeah. I have not forgotten. Well, instead of giving up, I made a courageous connection. I reached out to the editorial assistant at Washingtonian magazine and asked her for a 15 minute informational interview. And she said, yes, this was one of the publications that rejected me, which just goes to show that it's not personal. I asked how she got to where she is today. And she said that she started by writing for her campus magazine and it was something I hadn't considered to do. So the next week I went to my campus magazine, it was called unwind the university of Maryland. And I got my first assignment to cover a Ben folds concert sham on. And I can't even begin to tell you how exciting it was to get that first article printed, to see my byline published. And I used that clip, that article to apply to another internship at Washington, add a Washington spaces magazine. And I got that internship. And it was that experience that confirmed my passion for the magazine industry. And that gave me the experience and the confidence I needed to start college magazine. Um, well, you know, the rest. So the qualified journey is not a vicious cycle. We all know that it takes time to achieve our goals.

Amanda Nachman ([00:32:04](#)):

It's iterative. It builds the qualified journey is a step ladder. I want you to think back to where you were five years ago. And I think about how far you've come since you been there before, and you can do it again. And now that you are more than ready to make courageous connections, you are now more than prepared to take control over your career journey. Projections got nothing on me. It's got nothing on

you. You are qualified and I want to send you the perfect script and also some other resources. So here's how you can get it. If you go to get [Gettalk.at/qualified](https://gettalk.at/qualified). So if you have your smartphone with you and a yes, that is my dog. As you can see, I'm obsessed with him. He's on the screen of my phone here. And you just type in, get talked at slash qualified. And by the end of the Q and a, you're going to have the perfect script in your inbox.

Amanda Nachman ([00:33:11](#)):

You're also going to get access to my 30 day career challenge, which is going to help keep you accountable on this journey of sending a DM a day. It's a life changing challenge, and I really want this for you. The best part is that you can reply to this email that you get from me and you'll be in touch with me and I'd be happy to be your accountability partner on this journey. So again, to get the perfect script and some of these resources check out, get talked at slash qualified, and I'll add it to the chat. Well, it's so wonderful speaking with you all. Please stay in touch. Thank you.

Alex Alberti ([00:33:50](#)):

I made it. That was wonderful. Thank you so much. Yeah. And it's amazing thinking and conceptualizing, just sending a message as taking courage, but you're absolutely right. That can be really terrifying sometimes. So I really appreciate everything you said, and I hope everyone takes advantage of the resources. You've offered them today.

Amanda Nachman ([00:34:07](#)):

Thank you, Alex. Yeah.

Alex Alberti ([00:34:09](#)):

All right. We're going to move on today to Fred Schiff. So Fred Schiff is the president of all county music, a 45 year old full service school music store, serving music, educators and families throughout Florida as an advocate of music education and a public speaker. Fred has given presentations to major universities, public schools, the New York stock exchange listed corporations and the college of advanced judicial studies. Um, he's actually currently also the chair of the Florida corporate and academic partnerships committee on the Florida music educator associations, board directors. And he has served on the board of directors for the national association of school, music dealers, and federal we'll be discussing some more soft skills today. So I am so excited to turn it over to Fred. Oh,

Fred Schiff ([00:34:53](#)):

Thank you, Alex. It's really a pleasure to be here. Thank you NAMM for hosting this event, I'm going to start with a story of a 21 year old college student who possessed a lot of abilities and, um, was interview interviewing with a Procter and gamble company and, and made it through all of the interviews to get him to the final interview. They had flown him. They had taken him out to dinner. They had done all of these wonderful things to see if they would, if he would be a really good fit for this company at to start with Procter and gamble. One of the best companies in the world for any college graduate would be the resume line that would get you anywhere else you want to go. The with that was that student the night before was so hyped up about the interview the next day, and having to travel, uh, 90 minutes to get to the interview that he really didn't get to sleep that night.

Fred Schiff ([00:35:53](#)):

And what happened was he overslept the interview and I'm really, I know the story really well because I was that 21 year old college student who overslept that interview with Procter and gamble. Now, do I mind that I did? No, not at all. My life turned out all right. And I'm doing the things I love, but the thing is, is step one, here we go. Folks always be on time for your interview. Be there 10 minutes or 15 minutes early for whatever it is you're supposed to be doing. I don't leave it for the last minute. You may lose the opportunity of a lifetime. I will tell you this. I have, I have had people come to me and say, I want to interview for a job and they show up late and I just don't do the interview because if they can't show up for the interview, well then maybe they shouldn't be an employee of ours.

Fred Schiff ([00:36:49](#)):

So let's talk about 21 year olds. Um, by the time you're 21, people said, well, you have no experience. And really I beg to differ about that. It's just a matter of what experiences you do have, and trying to go ahead and mold them into the point where they understand what you've done, because when you come out of college, yeah, you may have some hard skills and you have studied some things and particularly on music or music, education and music performance, you have these hard skills, but what are the other skills that got you to that point? And these are the things that any employer, not just somebody in music with love, but of course, as a musician, we love all of these things. And so these are the things that we're going to be looking at. So as you develop your resume and you develop an interview style, let's talk about the things that you have done and what they mean and set of titles.

Fred Schiff ([00:37:52](#)):

Let's, let's use this, for example, you were the drum major of your college marching band or your, or your high school marching band. And so what, what did that mean to you? And, um, so if, if you don't know what a college drum major does, and some people may not know, and you can't take that for granted, let's, let's break that down. So the college drum major gets to interact with them. It gets to interact with all the educators, the associate director of bands, of the director of bands and all the staff members and all the grad assistants we're going to put together the shows. So basically that drum majors now dealing with upper management and the skill that they're looking for is the ability to listen at that point in time, because they're going to be making that plan for the week of the show or whatever they need to do.

Fred Schiff ([00:38:48](#)):

And then that person needs to go ahead and communicate with the teachers and the professors. You know, they, they give you your duties and you have to listen. And then you bring that back down to your friends in the band and you teach them and you teach it to the section leaders and the section leaders. Now go, I have to go ahead and teach that to the other band members and it's step by step by step. And so at the end of the week, when the show all comes together, it was communication and it was listening. And I will tell you, one of the things people aren't doing much these days is listening, get the information that you need. So you can go ahead and formulate a plan. And so you can talk to people about the things that you did. It was not just putting my arms up and conducting a band.

Fred Schiff ([00:39:45](#)):

It was communicating all of the things that were given to me as far as the information. And so as an employer, I want to know that you can listen and take my direction and go ahead and meet the needs of our corporation or any corporation. So, um, you know, this is, this is how you're going to succeed in this environment. So having a music background means you can learn and absorb information, um, quickly

and over a period of time because we live in this Google world and you can get any information you want quickly. It's just information. You get an answer, but what have you done as a musician? Well, you've mastered how to play an instrument, how to sing, how to do things in a sequential manner. And so when things go off the rails a little bit, you know, all you have to do is get back on track and you know how to get there again, as an employer.

Fred Schiff ([00:40:53](#)):

I want someone who can go ahead and understand what it is we're doing, and it's not necessary that you get it right all the time. I talk to college kids and it's okay to fail. It's okay. So as you're talking about the things that you want to do, make sure that you are expressing yourself in a manner that says, these are the things that I know if you're going to teach, what are the things that you've already done that are experienced? Well, I've, I've worked with students. I know how to manage a classroom. If you've gone ahead and you've had a job in retail or some you've with the public, which means I can deal with parents. I've talked to people who were angry and tried to calm them down. I've gone on field trips. So I know what it is that needs to happen.

Fred Schiff ([00:41:44](#)):

All of these things are experiences that you can do to make somebody's job easier for them. And that's what, and that's what we want to do. And lastly, what you do in a music career really matters to others. I'm going to challenge you to think about all the people that takes to deliver music and who loved to listen to music and create the music and to the people who develop and build instruments or software, take tickets at a concert or more importantly, teach our children. So these are the skills that you want to be able to put on your resume and say, I know how to do these things. I can do them sequentially. I can go ahead and help your organization. I can help your school in a manner. That's not just, oh, I have this title, but what did your title do? What was your responsibility?

Fred Schiff ([00:42:39](#)):

The best school I ever had was the school of life that really kind of kicked my butt. Um, and I'm in that school every single day. And so nothing is perfect, but we're going ahead and making things better and better and better every day that we're doing this. And so I encourage you to make sure that you are expressing these smaller things that you think are inexperience. They're actually really great experience. Nobody expects someone to come out of college, knowing how to do the job. I don't really want you to know how to do the job. I want to be able to teach you how to do these things. And for those who, people who may not have been the leader in the band or the choir or whatever it is, I want you as an employee because I don't need all chiefs. I need people who are also going to do their jobs, who may not be interested in being a leader. I want people who are interested in loving what they do and doing it really well. So I thank you for your time this afternoon. Um, I can be, I can be found@fredatallcountymusic.com and, um, Alex, if there are any questions, I'd be glad to take them. Now,

Alex Alberti ([00:43:59](#)):

We are currently not with questions in the chat, what we're going to keep this open for individuals to ask questions. And then when we finish out today, I will route them to you.

Fred Schiff ([00:44:10](#)):

Alrighty.

Alex Alberti ([00:44:11](#)):

So, um, last today we have Farah Allen, um, and Farah Allen is an accomplished media technology specialist with over 20 years of leadership experience. Allen is currently the CEO of the founder of the labs. The labs is a drag and drop no co design platform used create communication, rich interactive websites and live event experiences. Very cool. Various previous executive positions include president and CEO of the Allen group management consulting agency. Her clients include fortune 500 companies with a need for internal technology innovation and the CEO and coordinator of the song society app bear has the honor of being the AJC woman of the year for technology and is featured in publications like Forbes, business, insider and fast company and Farah. Today, we'll be talking about the importance of mentorship. So I'm turning it over to you, Farah.

Farah Allen ([00:45:05](#)):

Hello, everybody. It's so good to be here. So good to speak to you guys. Um, I grew up in the playing music or playing my saxophone, Alex and I were just talking about that the other day. And, you know, my career really started, um, in entrepreneurship with creating solutions for, um, for musicians, um, for people in the music industry and music business. And today I mentor I mentor, um, in that space, I mentor, um, organizations when it comes to, you know, how, how do we break through the noise when it comes to technology and music technology? So, um, that's a passion of mine. I will always do it. I love doing it. And I've just made so many great friends along the way from not only receiving that information from others, but also giving it to people which is super important. All right. So my first couple of thousands, you know, that came into our company, came from my network.

Farah Allen ([00:46:12](#)):

It came for, from people who I consider mentors, mentorship has real value, real has money value. It has mental value. Um, you grow wiser, you grow more confident. Confidence is huge when it comes to, um, getting to goals that you have set for yourself without confidence and knowing that you don't automatically have it all the time. Not all of us have it, especially about me, mentors help you break through that noise, give you a sense of, of reality, you know, and therefore you have, um, if you can define it, then you can break through it. That's always been my model. So I really started understanding the value of mentorship. Once I started my entrepreneurship journey, um, I started this journey as I was working in corporate America. And I started testing out some of the things I was learning as an entrepreneur. Now, mind you entrepreneurs, we have to talk to people.

Farah Allen ([00:47:13](#)):

We don't necessarily know what we're doing. I didn't come from a family of a bunch of entrepreneurs that know how to work in the tech space. So mentors were the only way that I can actually gain the knowledge so I can move forward. So as I was doing that, as in working with, um, I worked at Delta at the time, I started putting some theories together as to what I was doing entrepreneurship and what I was doing at work. And I started testing out some of the, some of these theories. So for instance, um, in another department, I made friends with, uh, one of the senior leaders and, um, I didn't have any, you know, when I met her, I didn't really have a goal or, or, or anything. But as I was thinking about testing, what was happening and entrepreneurship, I was like, let me see where, you know, how mentorship can, can work in the business world.

Farah Allen ([00:48:09](#)):

Right? And, um, having lunch with her, you know, kind of, not purposely not talking about business, but really talking about her, talking about what my ambitions are in life are and having her who's a natural mentor, which I'll talk about that people who are naturally, you know, adapt to do that, we formed a bond. And, and I would say about three months later, she offered me a position in her department. Now this was on heard of at Delta. And normally people spend, you know, 20, 30 years and maybe, you know, they're not going into any senior position, but I was able to do that because I've, I think I learned something that, um, some of my peers who were around me at least immediately around me, didn't quite understand, which is going outside of your comfort zone and putting your best foot forward with, you know, cultivating relationships.

Farah Allen ([00:49:07](#)):

Now I didn't just, you know, talk about or family or dog all day. You know, it was really about getting to know who I was as someone who was ambitious in life and wanting to get to that next level. And she offered me that next level because she knew I wanted it. Right. It was something that I spoke about, but didn't quite connect back to her. So those, that was like one of my first test in that area. And, you know, it took me a while to leave corporate America, but, and, um, started, you know, song society. But that was it's amazing to me. I really wish someone could have told me that, Hey, just, you know, some of these tips with mentorship would really help you get to the goals that you're setting for yourself. So what is mentorship? All right. I'm going to read you a definition right now, and then I'm going to go into, um, some of the tips I know personally, and if you guys have questions, please just post them in the chat and I'll be happy to answer them afterwards.

Farah Allen ([00:50:10](#)):

So, um, this is the one of the better definitions I see. There's all kinds of definitions. Online. A mentor is a relationship between two people where the individual with more experience, knowledge and connections can pass along what they have learned to a more junior individual with a particular field. The more senior individual is a mentor and the more junior individual is the mentee. All right? So we are all on the same page. Now we can move on to the tips. So mentors make you faster, wiser and better connected people either want to be mentors or they, don't not everybody you want to talk to, you know, feel like it could be a great mentor for you. Even once that job, I've had people telling me, I am not in that mindset, that mind frame to mentor anybody, but I can give you one or two conversations and that's it right?

Farah Allen ([00:51:10](#)):

Respect that. It's not about you. They're just people. These are lives of people when sometimes you're just not ready for, for that commitment. Um, there are plenty of people in their stage that stage of life. And honestly, you don't want a nebulous amount of folks. Anyway, you know, you wanting to kind of get with people who are on the lines of where you want to be. You know, it, it's always good to have an idea as to what the top looks like or what that next stage of where you want to go. It looks like, and not only see it, but learn about it in a way that strips away, the glory strips away, all the, um, the Google searchable, Google things, and really gets down to, Hey, do I really want to be here? How, if I do, how do I do this?

Farah Allen ([00:52:04](#)):

Plenty of people to talk to, you have to continue that journey to find like-minded folks that can fit that criteria. So let's say you find a new mentor, right? What, how do you be a good mentee? What does that

mean? Right. You have to understand, um, the psychology of why people are helping you in the first place, right? Sometimes it's just, you know, uh, having someone to, to give your information that took you a long time or was hard for you to get and provided freely, it feels good to release. Um, but people who are consistently mentoring once I actually feel that adrenaline of the things that they're saying to you actually work. So follow up with them, you know, tell them, um, you know, you're, you're here for a reason and sometimes it is just to talk to them, but it's also to take their advice and see how it goes.

Farah Allen ([00:53:06](#)):

If it went good, if it went bad, just something, because people do really appreciate the response of their advice. And it's just something that, you know, you want to be aware of and this don't go away and then never come back to them and tell them that their advice helped or, you know, made you enlightened in some type of way. So, um, let's talk about mentor, mentorship versus goals, right? There's different stages to this guys there's stages, um, where you're searching for a goal, it's a different type of mentor you're going to interact with. And, um, I don't want you to think that maybe a mentor is asking you questions that you don't have the answer to. And then you have this anxiety. And I'm only saying things that happened to me. Um, you have people who are going to, sorry. You have people who are going to be good for you at a certain time.

Farah Allen ([00:54:04](#)):

And as you gain more knowledge into the industry, these people are going to either grow into it, grow into the knowledge and be very helpful or grow out of the knowledge that you you've already gained. So just be aware that you yourself will always be transitioning people who can help you based off of where you are at that time. So no anxiety there, mentors that are ready to move faster than you are prepared to receive them. So I've had a mentor, um, very high-level guy that said, Hey, Farah, I love what you're doing. Tell me what you want. Well, I'm still setting goals. I don't know what I want yet. I know I have the general industry down, but I'm, I'm talking to that person because they're someone big in this space. And I'm just want to hear what they have to say about what I'm thinking.

Farah Allen ([00:54:59](#)):

And I want to do this and that, that does not necessarily align to that mentors, um, vision of how they want to mentor. Right? You might have to put that mentor on the sideline or how, you know, or be very honest. I would say honesty is really great too. Hey, I'm not there yet. This is what I'm thinking, um, where I am. And I just want to talk to you over some of, some of these issues that I'm having that are super general, right? That mentor may go, that mentor may stay and help you through that. But at this time you have plenty of people to go after. All right? So my time is almost up, but I want to kind of wrap up some other things. The time you have a goal, that's when things start to really change the time you have a goal, these mentors, the mentor space starts to open up more to you.

Farah Allen ([00:55:50](#)):

I mean, pretty much anyone. Um, you have a goal to set for yourself. That means that you're looking for certain information from, from mentors. And so your, your, um, you know, whether it's, uh, uh, a junior senior person or a sooner, super senior person, you're kind of drafting the plan as to what is it that you're looking for from them. So that's when it gets really interesting. And then you can see, um, how, how it's doing. You can see the results happening in more of a real time. This is not a short term thing. This is relationships, not everybody. Well, it shouldn't be this way. You should not go after people. Um,

everyone you've talked to in your career just because they can potentially get you a business or get you a job. This is about how you go on your career and the people and the network that you create.

Farah Allen ([00:56:48](#)):

Some people will be very helpful and they want to help because they believe in you. And then they, they, they see something in you that they see in themselves. Um, but make friends with everybody. That's what my advice would be. Always treat everybody the same with the same amount of respect. And if, if you beat, if you're a really upfront as to the goals that you've set for yourself, you'll be surprised a lot of people that want to help and some people don't. Right. So just be aware of that. It's not an overnight thing. I let the people that have made, you know, made things happen for me in my career. I've known him for years and never asked a thing from him. And some of those folks, um, you know, have come to me and asked me for things. And I'm like, oh, I get to help you. Now. This is awesome. That's another point. Don't always take, find ways to be a help to others. And, you know, sometimes your mentor will become your mentee. Um, and that's always good. And if you have that type of relationship, that's, you know, perfect. That's a perfect scenario for me in life. Um, let's see, find ways to give back and be a mentor. That's one thing. And, um, that's, that's it, that's it for me.

Alex Alberti ([00:58:07](#)):

Awesome. Thank you so much. Those were amazing points. Um, we have just a little bit of time for Q and a. So if you have not gotten your questions in yet for our presenters, please feel free to put them in the chat we have. Um, one currently, I'm going to go ahead and direct. Um, let's see to Fred. Um, and then once Fred is on, actually, then any of our presenters can jump in and ask and answer these questions as well. So this question says, um, what if we don't have experience in a certain field, should I apply that interview anyway? Should I get other experience first? How do I even get experienced in the first place? What do you think? Right.

Fred Schiff ([00:58:45](#)):

If there's a field you want to be in, you need to go ahead and find out what, what it is that parallels and what skills you do have. Um, because if you've been ultra organized, um, and this position that you're looking for requires that kind of organization. Then you have it again, you know, as, as music students, you have vast experiences that a lot, a lot of people, if not, most people don't have the amount of time that you spent rehearsing and perfecting your craft over, uh, over the course of time to make sure you know how to do it properly. And that's why I say when, when a musician knows when they've done something wrong, it's, it's immediate and then they can get right back to where they need to. And so as an employer, I'm looking for those people and so are other employers and you don't have to have it all unless you want to be a doctor.

Fred Schiff ([00:59:45](#)):

Your music degree is not going to help you there. Okay. But it could get you into medical school, uh, because you're really smart. And because you did well in biology, anyhow. Uh, and if, if you've noticed a lot of doctors are, are musicians too. Uh, but again, look for the experience that you do have this, you had a job and worked yourself through college while you were having to balance, uh, keeping your grades up. I want to talk to you all right. I want to know how you did it. I want to know how you were able to multitask. And as a musician, just playing an instrument and reading and playing is multitasking, and you're absorbing all of these things. You've learned the hieroglyphics of music. You've learned how

to do these things. And so how difficult could it be to, to learn something else, but find out what these things are.

Fred Schiff ([01:00:39](#)):

Find out who you will be talking to, and, and go ahead and take some of the advice of the other speakers of speaking to the people who have done these things before, without asking for a job. So when those opportunities arise, you can go ahead and present your experience because you guys have a lot of experience. It just may not be the hard thing that they're looking for at the time. But again, you know, I, I, I started in a bank. I had a finance degree. Okay. I knew, I knew about interest rates and things like that, but the minute I got to the bank, they had to teach me exactly what it is they did at the bank. So I could be an asset to the bank, and this is going to be in any position. So again, find out what it is that they need from you and what it's going to take and see how you are assets already match up to those things.

Alex Alberti ([01:01:37](#)):

That's awesome. Um, we have another question in the chat as well, and this can be for Farah or Amanda. The question is, um, I would like to know how I can reach out and find mentors as a student. So what are the sources or channels that individuals who are still in school, can you use to seek out and find mentors? Courageously?

Farah Allen ([01:01:59](#)):

I will go quickly. So what I did, um, you, you know, start reading about your industry and look at who wrote, who wrote the article, right? Look at, um, who's writing LinkedIn, um, you know, articles on a certain subject that really interests you once you, those people. And of course you can reach out to them. Everyone can be found if they're on LinkedIn or Twitter or something like that, and say who you are, you know, I would like to be, get on a call with you, um, to pick your brain or to just have a conversation. If you ask, you may receive. And majority of time people want to say yes, especially if you say you're a student, that's a little harder outside of school to get folks on the call. I got to say some something more than that, but if you're a student folks love that they want to give back, they were a student at one point. But look at the articles, look at these publications. Um, look, who's in a field that you're really interested in knowing, and just reach out and ask.

Amanda Nachman ([01:03:06](#)):

Yeah, Amanda, um, I'll add to that a bit. I great, great point Farah. Like I would take Farah's advice right there. And just to add on something else you could do is you could reach out to your department head or an advisor and ask them if they know of some recent grads who are in some roles that are similar to the ones that you're looking for and see if they can make that connection and bridge that gap. Oftentimes having the fact that you have this common education, um, this common community, that can be a really nice, um, connecting point and a really nice initial courageous connection, because it is, like I said, mixed courage. It's a little scary to reach out to someone. Um, that's a total stranger. So start with those baby steps or look to your classmates and see if they have anyone that they would recommend you reach out to, or look to your current internship and the people that you're working with. Um, so don't be afraid to look at the different layers of your own social network, um, to start asking about how they can potentially connect you with someone that shares your interests.

Alex Alberti ([01:04:13](#)):

Absolutely. Um, I have a question for y'all. Um, we are in the age of social media, we're in the age where, um, a business profile and a personal profile on Tik TOK on Instagram, on Facebook are starting to blur. So do you have any advice about how students can navigate communicating with professional connections in social media? Are there boundaries? Well, what is the best way to approach the social media realm?

Farah Allen ([01:04:42](#)):

Well, I was repeat something, uh, and mentor told me, uh, he said, when, when I first started, he said, I'm on the call. He didn't know me at that point. He was like, Farah, when you reached out to me, I Googled you and I didn't find anything. I'm not really right. And he was like, you're probably going to ask me for something, but, um, let me give you some advice. He was like, right now, you're talking to me, you're going to be pushing up a rock up a hill because I don't know anything. I haven't, you know, I've research all the time and I don't know anything. So it's, it's me pushing towards to get to know you somewhat. Uh, if you had something online where I can kind of connect with you before we even talk, then the, the, that ball will actually roll down the hill. And we come into a conversation with, you know, some, some, some, um, things already established. So when you look at what you're doing online, just be cautious that people are researching you and they're taking their first glance into who you are. And are, is that going to match who you're telling them that you are in this scenario? So just think about that. So that's a personal decision, but, um, just to make sure who you are matches what you're presenting yourself online to be

Fred Schiff ([01:06:00](#)):

Very good at

Amanda Nachman ([01:06:01](#)):

That, LinkedIn. Oh, sorry. Fred, go for

Fred Schiff ([01:06:03](#)):

It. Go right ahead, Amanda.

Amanda Nachman ([01:06:05](#)):

Oh, just like more reason to set up that LinkedIn. Yes. People are looking you up. So get intentional with how you set up your LinkedIn, you know, choose a professional photo where it's very clear that it's you. So this person knows, okay, this is the person I'm reaching out to. This is who I'm going to talk to. They can match you up. Um, if you don't have a lengthy resume, that's okay. Just creating the account and simply writing your school is enough for you to start connecting and using LinkedIn and showing up in searches.

Fred Schiff ([01:06:36](#)):

One of the things I, when I speak to colleges and we talk about social media is what you post, because it gives me an accurate description of how you see yourself, because you're the one posting what's going on there. So no one else is manipulating that account. And there isn't anyone. Now doesn't get a resume who doesn't go to social media to check you out. And so if there's pictures of you with red cups in your hand all the time, you know, there are pictures there with red cups in your hand all the time. So understand not just your friends are looking at this. The whole world is looking at this and whatever

goes online, never goes away. Um, the advice I give to students is that the pictures you post you would want your grandmother or your aunt to be able to see them and go, oh, that's a nice picture.

Alex Alberti ([01:07:41](#)):

Love that. Great. A great advice. We have, uh, one more question from the chat, and this goes to Fred, Mary and Joe. Um, if you could speak with your 21 year old self today, what's one piece of advice you'd share as you embark on this life and career path.

Fred Schiff ([01:08:01](#)):

Well, you heard my 21 year old story to begin with. So, um, you don't, you know, these are the first steps. And so the mistakes you make today are the character builders of tomorrow. And you take those things with you and it's okay to make it I'm telling you it is so okay to make mistakes. It really is make them apologize for them. Don't be intentional about the mistakes and be underhanded, but you're just going to make mistakes, correct them, apologize where you need to and move forward. But I, I'm not going to take back anything I did to get where I am today. Um, you know, eight years as a vice of a bank. And that leads me to go into business with my parents and buy them out and, and own this 45 year old company. I wouldn't change it for the world because quite frankly, I'm having the time of my life, dealing with students who are making music. And I can't think of a better calling. So, you know, your highway may take you one way and then you're thinking you're going this way. And all of a sudden you've got an exit because, well, there's a barrier and you just have to go ahead and improvise. And as again, as musicians, you should know how to do that. It's not always written that way. So

Mary Luehrsen ([01:09:30](#)):

Mary, how about you? Well, the 21 year old self, huh? This is, uh, you know, looking way back, uh, quite a few years. I think that what I didn't Joe said it very well. I think, um, the awareness of a network that really cares, uh, wasn't part of the, my beginning of my career, for some reason, I don't know why I came out of a, you know, a good music school, but I think the atmosphere of competition was a little bit higher. You know, in other words, we were kind of set up early to realize that, uh, that we were, you know, there are very limited, uh, traditional, um, pathways, and we were gonna kind of have to get highly trained and then start competing for them. And I think if anything, the network is not, not the, the, the network is really supportive of one another.

Mary Luehrsen ([01:10:21](#)):

I think the essence of what music making is, is transferred into the professionalism. And I think NAMM has been a big part of that. You know, I came to NAMM, uh, around a circle, kind of, um, having worked with band members as a teacher and as a performer. And I remember walking into the first board meeting, I, and I knew people because I had worked with them, but I didn't know that they were in the music industry. I didn't know that the music industry existed as a network. And that's a wall that we are deliberately trying to break down. Right? So, every music student, every enthusiastic that wants to be a music pro audio event technology, they see the NAMM network is a resource to move forward to sustainable careers just by being in the network. So, yeah, I wish I had known NAMM the 20 years before I knew and now, um, it, would've made a big difference in my career trajectory to go out, um, and come to NAMM, be a part of the NAMM network connect on LinkedIn we have, and that it's a community that truly wants you to thrive.

Mary Luehrsen ([01:11:28](#)):

And that's a really special thing that we've all worked together on. Thanks, Alex.

Alex Alberti ([01:11:36](#)):

Yeah, no problem. And actually, had one more question actually in the chat for Amanda. Um, and that is about resilience. So, after you've been rejected from jobs or rejected from internship, sometimes over and over and over again, that's like the job application grind, right? How do you recommend people stay resilient in the face of those rejections?

Amanda Nachman ([01:11:58](#)):

Hm, great question. Right. How do we persevere through rejection? It's a question that I am researching that I'm constantly questioning my guests on my podcasts about how did they, how did they persevere through their projections? And I asked my guests to share the, sometimes, you know, these, these cringe-worthy rejection moments, because I want, I want listeners to know, I want you to know that the rejection is real and you're not going to see those stories on people's LinkedIn. Uh, you're not going to see it on social media. Right? You get the highlight reel, but everyone has those stories. So first I want to normalize it. Like it's completely normal to get rejected repeatedly. And, and that's okay. But those courageous connections, I come back to that because you're going to learn that, okay, you're going to get that confirmation that it is normal, that they've experienced it too.

Amanda Nachman ([01:12:50](#)):

And they're going to talk to you about those other pathways, where you don't need the permission, right? So instead of just apply, apply, apply, and hope that you get something, try those other ways around where volunteer. And that's going to open some other doors for you. So, it's taking a different pathway than the traditional approach of, Hey, apply and hope that they see me be seen, go to the NAMM Show, make connections, get involved in local organizations, take on leadership roles, volunteer with the organization of your dreams, or maybe now the organization of your dreams. If you don't get that position. But the ones where those people started. My favorite thing to do is go on LinkedIn and scroll down on people's profiles, see where they started. You probably don't even recognize some of those brand names because oftentimes people are starting for these smaller brands, not these fortune five hundreds.

Amanda Nachman ([01:13:40](#)):

And that's where they're getting their foot in the door. That's where they're building those initial connections and getting the experience and building, they're qualified. And so don't, you know, don't let that rejection get to you. It's easier said than done, right? I know you know, it eats away at your self-esteem. So just hopefully knowing that, you know, give yourself that time to mourn it and do then remember to tell yourself it's not personal stick with your passion and persevere and make those courageous connections. So, you have that support group. That's there cheering you on every step of the way,

Farah Allen ([01:14:13](#)):

Alex, I wanted to add something to find something, to win at anything to win. It is rejection kills confidence. I know, or especially repeatedly. And people gravitate towards people who have a winning attitude. So, if you can find small things to win at, if it's monopoly it's whatever in life and continue this, get that feeling, that adrenaline get that smell on you, then it will keep you going. And people feel if people sense it. So, it's added that.

Alex Alberti ([01:14:50](#)):

I absolutely adore that. That's wonderful. Well, we're going to go ahead and wrap up here. Um, I believe that all of our presenters have put their contact information into the chat. Um, if you have not, please feel free, we could do so and reach out to these individuals, but to close out, I'm going to turn it over to Mary for closing remarks

Mary Luehrsen ([01:15:07](#)):

And Alex, you can take over for me anytime. That was wonderful. Thank you so much. And a special, thanks to Fred, Amanda and Farah. I learned so much from you. I mean, you could, some would say that I'm sort of at the, you know, um, in the last chapters, I'm not the final chapter yet, but the flask chapters have a have a wonderful career, but I learned a tremendous amount from you. I think a lot of it applies to many, many stages of life. You know, I'm taking the November challenge right now, which is you need to give away or put, prepare things to give away. Uh, on November one, one thing on November two, two things, and November three, three things on November four, four things. This is how we clean out our closets for the end of the year on November five, five things.

Mary Luehrsen ([01:15:53](#)):

And I thought the 30 people in 30 days is right in that sort of, you know, challenge, no matter where we are in, uh, all sorts of, you know, should I, should I sell my house? Should I move to another community? Should I volunteer differently? Maybe, might not be 30 days, but maybe three people in three days, you actually get that sounding board going that energy. It builds such confidence. Um, and I just am so grateful for everything that you all contributed today. Uh, this has been recorded. Uh, let's pass it around. Let's share it with friends this year with our colleagues. Um, it really is a boost, and I can't thank all of you enough. We're going to be us. Keep an eye on all of us at NAMM foundation for ongoing webinars. We have some ongoing work coming up and it will culminate in that believe in music and online event, January, 2021 to kick off the new year, our president's innovation award, where we provide cash stipends for our college, uh, music students to come to the NAMM Show in June, we'll be at death, an am show in June three, four and five in Anaheim.

Mary Luehrsen ([01:17:02](#)):

We'll be back in Anaheim, California together. Registration will open March 16th and both the January Believe and in the June that we'll have a comprehensive gen next program with, um, with the organized so wonderfully in a collaboration with college music society. And who knows you might have that infamous Alex Alberti back with us roaming and doing crazy things as an intern at the nail show, we would really love that, and we want to have all of you, so help us spread the word. Thank you so much. And as always, I want to thank the mighty Nam foundation team. Claire, Eric, turn your cameras on Eric, Claire, Sharon Bethany. And we'll include Joe in this one for, um, helping us with this, uh, really wonderful webinar. Um, and they are the mighty force behind this great work. So, thanks everybody for joining us and we will see you next time. Take good care.