

Toy Industry Newsletter



Holiday Edition 2010

I. Jobs Available

Vice President of Marketing - This is a new position with a well-established, successful, stable and profitable segment-leader. This is a "blue chip" company that is experiencing steady and sustained growth. This growth now requires an individual to spearhead the marketing efforts, build the department with new hires and help focus the direction of the company's products for continued growth. You will report directly to the President and have the help and support of an amazing "Second Lieutenant". The employees at this company are highly-motivated with long tenures and you will have the pleasure of working with very bright and effective co-workers. It will not however be easy to get this job as the client has a rigorous interview process. The successful candidate MUST have a QUANTITATIVE marketing background NOT a qualitative one to land this job.

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So - how will you land this job? First, be able to verify your qualitative marketing style. Second, be prepared to relocate. Third, be currently employed or have an amazing reason why you left/lost your last job. Location is "confidential" (East Coast) so email me direct for more information. The position pays \$125,000 - \$130,000 plus bonus, full medical benefits and matching 401K.

General Manager - Once in a lifetime opportunity for someone who has an entrepreneurial ability and who is interested in changing the direction of a business unit. A diverse manufacturer is looking for someone to head up their nascent child safety seat division. This recently established division will be given all the tools necessary to succeed. A 5-year plan has been developed by management so this isn't a "quick turnaround" but rather a slow, steady build up of a business unit. You will report directly to the President and have the support of the entire parent organization for this new business unit. 0% turnover and high employee morale (in the parent company) along with you will combine to make this new division a success. You will be the face of this new "company".

Ideal candidate will have a **Management background**, perhaps some **Sales experience, Marketing acumen** and have a working knowledge of either Child Safety Seats or similar products.

Location: Midwest (email for details)

Salary: \$125-140,000 plus BONUS, top-tier medical & 401K.

[Please email David](#) if you or someone you know might be appropriate for any position.



II. Concept Available

One of our professional inventors has created an incredible soft-goods preschool learning item. Clearly, this will be a "Toy Of The Year" nominee. The item is simple to manufacturer and has scalability. I stand behind this item as one you need to see. Please [email David](#) to review this unique preschool item.

III. 2011 CuteorCool.com Design Contest – Win an Apple Nano!

It is time for the 2011 CuteOrCool.com Design Contest where you can win an 8GB Apple Nano 6th Generation (latest model). You may recall Hannah Barrel won the 2010 contest with [her interpretation of the Chinese New Year](#). Well, now it is your turn to win an Apple Nano!

Our logo, which we call "Puzzle Man" (because he is a man standing on a puzzle piece) is very precocious and always getting into things. In fact, PuzzleMan has been so many places and done so many things he even has his own webpage, [The Adventures Of PuzzleMan](#). For this contest we would like to see your interpretation of PuzzleMan being "cute" or "cool" while getting into a fun or funny situation. PuzzleMan can be slaying a dragon with a phone or flying in outer space, just make sure that PuzzleMan is the focal point of the art!



You can submit as many entries as you like to searchgroup@mindspring.com c/o "PuzzleMan Contest". The contest runs until March 31st. All entries must be emailed prior to midnight EST on March 31st, 2011. Winning design will be announced no later than April 30th, 2011.

IV. Ask Dave



Dear Dave – I haven't found a job yet and I don't know what else to do. How do you feel about LinkedIn, Facebook, a web site or a PowerPoint Presentation I can email to prospective clients showcasing my abilities? **Bob in Connecticut.**

Dave Says: Here are my thoughts: **LinkedIn:** I definitely recommend LinkedIn because so many companies go there to "hunt" for candidates. If you don't already have an account, set one up now and start making connections. With respect to anthropologist Robin Dunbar, you need to have between 100 and 230 connections to show you are viable in the business world; 150 connections is an absolute minimum when trying to impress a prospective employer. Also important is to try to get as many recommendations as you can but NOT from recruiters as they don't impress employers. Do however connect with recruiters as other recruiters will hunt competitor's connections to find the right person.

Facebook: At this point I am going to give Facebook a rather tepid recommendation as it is nowhere near the power of LinkedIn for getting a job; but it will be so you might as well get on board now. In the future, Facebook will be the dominant hiring website in the marketplace displacing all other sites; yup, say goodbye to Monster.com, The Ladders, Hotjobs, etc...Facebook will put them all out of business. The biggest pitfall of Facebook – and I have seen this firsthand – is an individual writing something on their wall that shows them to be NOT the type of employee a company wants to hire. This will continue to be a problem – don't fall prey to it.

Website: Sure...as long as it is good. The problem is websites need to be constantly updated and they need to look fresh and impress. Now hear this, a website needs to be lean and mean, not fat and bloated. LESS IS MORE. It is better to tempt a prospective

client with a few good art examples/business ideas than to show them too much and risk turning them off with examples that are weak, DATED or off target. Chances are good that if you show an employer enough material he will find something he doesn't like. Think about this, how many great looking websites can you think of right now? I expect you didn't come up with any/many. My advice is to stay away from a website unless it is absolutely amazing.

PowerPoint: No. Never. In my entire career I have never seen a good PowerPoint presentation and no hiring authority wants to sit in front of their computer and click on slide after slide of yours. A PowerPoint is a guaranteed loser and will likely hurt your chances.

V. VIDEO DAVE at ToyRecruiter.com

I have updated my website (www.ToyRecruiter.com) with a video message to my readers. For those few who have not yet met me, you can see me on the website and learn a little more about your ToyRecruiter.

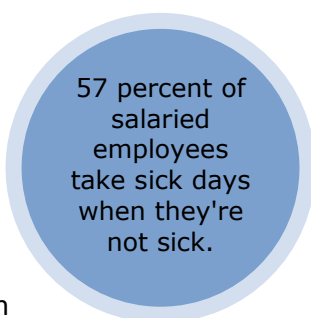


VI. News you can use – Spying on sick employees a new trend

Companies are sick and tired of employees abusing sick days or their medical leave. If you took a sick day but aren't sick – be careful. Rick Raymond, a seasoned private detective, recently has come to occupy a new and expanding niche in the surveillance universe. Corporations pay him to spy on workers who take "sick days" when they may not, in fact, be sick. Such suspicion has led Raymond to bowling alleys, pro football games, weddings and even funerals. On this morning it has taken him to a field outside the home of an Orlando repairman whose employer is doubtful about his slow recovery from a car accident. While Raymond tries to be impartial about his subjects, "80 to 85 percent of the time," he said, "there's definitely fraud happening."

Raybestos Products Co., a car-parts maker in Crawfordsville, Ind., hired an off-duty police officer in 2008 to track an employee suspected of abusing her paid medical leave. When the employee, Diana Vail, was fired after the cop produced substantial evidence that she was exploiting her benefits, she sued Raybestos. In what became the landmark case for corporate snooping, the U.S. Court of Appeals in Chicago dismissed her lawsuit. A panel of judges declared that while surveillance "may not be preferred employer behavior," it wasn't unlawful.

Rick Raymond investigated an employee at a Florida health organization who called in sick with the flu for three days. As Raymond discovered, she was actually visiting the Universal Studios theme park. On some of those roller coasters, they take your picture at a really sharp turn, and then you can buy it at a kiosk," Raymond recalled. "She went on three rides, and I bought all three of her pictures, which had the date at the bottom."



57 percent of salaried employees take sick days when they're not sick.

Frank Ahearn, a New York "privacy consultant" who has helped employers "catch people who were supposed to be at work" once had a client who issued each of his employees a mobile phone with a GPS tracking system. "He thought it was foolproof," Ahearn said. That was until the boss learned one employee had sent his phone by FedEx to a hotel where he was supposed to be staying on a business trip. Instead, the worker opted for an exotic vacation.

VII. Innovation Alert



It's not the first transparent toaster – in fact, this one isn't even real. This toaster was designed by Osman Can Ozcanli for a design contest and while it is clearly beautiful it is non-functional. However, Engineers at Magimix spent 15 years and vast amounts of money inventing and perfecting a real [Transparent Toaster](#), the "Vision"; currently for sale at Williams Sonoma. We champion companies like [Dyson](#), [Magimix](#) and [OXO](#) for taking on the boring stuff in life and making it work and look better.

FYI - The Romans were responsible for spreading toast across Europe. The word toast comes from the Latin word *tostum* and means scorch or burn.

VIII. What is the future?

I am often asked what is the future going to be like? Will there be more jobs? How stable is the economy? Always the optimist I try to temper my answers (and the sad reality) with some hope and positive thinking. I do however believe that 2011 just might offer some hope to those currently unemployed and to the many who are underemployed.

The good news is that we will not endure a double-dip recession. We are slowly turning the corner to a better economic outlook and increased hiring. I am of the opinion that 2011 will have better market fundamentals than 2010. The Bush-era tax cuts will be extended and that alone will reduce downward pressure on the markets, and if you believe the rich - they will continue to allow for the creation of new jobs. The dollar will continue to fall, and be allowed to wallow, for the purpose of making our exports more affordable internationally; perhaps we'll need more people to create more products. I expect a payroll tax cut might occur and that has the strong potential to spur hiring/employer spending.

What is essential however to the hiring process and to a successful turnaround is consumer confidence. Without consumer confidence and increased, albeit reasonable, spending the turnaround just might languish and die. The never ending spate of foreclosures and fear of layoffs continue to keep confidence low. Although the turnaround is beginning to happen, it isn't here yet and there are still many factors which can derail it. Help the process and yourself by spending appropriately...it just might save your job.

If you are looking for full-time or freelance **Graphic Designers** visit www.CuteOrCool.com



If you are looking for a great product concepts, visit www.theGreattoySearch.com



Hannah Barrel's 2010 Award Winning Design.